



# Australian Road Safety Awards

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## 2022

Presented by

**SUNCORP** 

# Award categories

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## **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, or organisations that deliver road safety programs to schools. This award recognises the work of students, teachers and presenters in creating new educational programs that improve road user behaviour and establish the next generation in road safety awareness and practices.

## **Indigenous Programs Award**

*Presented by Supercheap Auto*

This award 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.

## **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 Subaru*

The technology category recognises platforms or programs designed to improve and/or manage road safety outcomes.

## **Local Government Programs Award**

*Presented by Subaru*

This category acknowledges local initiatives that demonstrate best practice and showcase local government innovation in promoting road safety to their communities.

## **State Government Programs Award**

*Presented by Giti*

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.

# A Message from Russell White

Founder & CEO

Australian Road Safety Foundation

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**On behalf of the Australian Road Safety Foundation, it is my great pleasure to announce the Eleventh Annual Australian Road Safety Award winners presented by 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 11th Annual Australian Road Safety Awards acknowledges programs across seven categories of excellence for the outstanding contributions in: Community, Indigenous, School, Local, State, Innovation and Technology initiatives. It has been inspiring to see the high calibre of submissions year after year and the Australian Road Safety Foundation 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 scale.

I would also like to take this opportunity to formally thank our major partner Suncorp. Without their support, the Australian Road Safety Awards would not be possible. Thank you also to Subaru, LicenSys, Giti and Supercheap Auto for your ongoing support of the Australian Road Safety Foundation.

**Russell White**  
Founder and CEO



# Road Safety Programs

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## Acusensus

### Mobile Phone Detection Camera Program (VIC)

Despite the improvements in vehicle design, policy developments, technological advancements, road design and trauma care, average road fatalities in countries like Australia have been rising at an average rate of 4% each year since 2013.

After decades of road safety improvements, what has been the cause of this worsening trend? Analysis kept leading back to the same causes – mobile phone related distraction across the world is killing an estimated 100,000 people a year and causing the injury of 5 million more.

Recognising mobile phone use by drivers as the ‘new drink driving’, the NSW Government partnered with Acusensus to deploy the world’s first Mobile Phone Detection Camera Program (MPDC), with the objective of deterring dangerous and distracted driving, using AI technology to detect mobile phone usage.

The NSW MPDC has been operating since 2021 following a successful six-month pilot of the Acusensus ‘Heads-Up’ solution. The pilot alone captured more than 100,000 drivers using their phones illegally across 8 deployment locations. Since the start of the Mobile Phone Detection Camera Program there has been a significant, sustained and pleasing reduction in NSW road fatalities. This demonstrates the successful behaviour change this program has driven.

## Cessnock City Council on behalf of Hunter Councils

### Motorcycling the Hunter (NSW)

Hunter Region Road Safety Officers from Cessnock, Maitland, MidCoast, Muswellbrook, Port Stephens, Singleton and Upper Hunter Councils in NSW collaborated to develop Motorcycling the Hunter.

Motorcycling enthusiasts are set to benefit from the guide which showcases the most popular motorcycle rides in the Hunter — from pristine coastlines to wine country roads and beyond.

With the Hunter home to some of the most popular motorcycling routes in NSW, Motorcycling the Hunter is aimed at ensuring a motorcyclist's trip to the Hunter is both enjoyable and safe with road safety advice and information complimenting maps of well ridden routes.

For over a decade, councils in the NSW Hunter Region have actively worked with local communities to promote motorcycling and improve rider safety.

This is the third and most comprehensive publication showcasing the best routes in the Hunter with local riders being strong contributors to the development of the resource.

Published in both hard copy and online format, this resource has proved very popular with both riders who reside locally and those who visit the region.

## City of Gold Coast

### **Gold Coast Road Safety Plan 2021-2026 (QLD)**

Gold Coast Road Safety Plan 2021-2026 (QLD) City of Gold Coast adopted the *Gold Coast Road Safety Plan 2021-2026* in September 2021. Its vision is to reduce crashes, save lives and prevent serious trauma for all users on our transport network. To deliver the

Plan, our Road Safety team has blended skills in road safety engineering, traffic engineering, project management and communications. The Plan contains 50 short to long term actions targeting local road safety issues, long-established and contemporary, game changing technological advances, new modes of mobility and measuring road safety performance. Actions are data driven and evidence based, and aim to guide investment for the greatest safety benefit. Actions include bespoke projects, studies, trials and 'business as usual' initiatives, for example:

- Road Safety Partnership Advisory Group (including Police, Government, academia, stakeholder representatives)
- Pathway Safety Study and mitigations trials
- Predictive crash analysis tools • Drive Safe speed awareness devices
- '50km/h in my street' speed limit awareness signs on wheelie bins
- Frameworks for network assessment, Safe System Assessments, Road Safety Audits etc

- Speed limit reviews for vulnerable road user areas
- Initiatives for vulnerable groups - youth, seniors, schools, motorcyclists, active travellers
- Communications strategy for targeted educational messaging, e.g. Social media, variable messaging signs, publications
- Crash Investigation Alliance with police

## Department for Infrastructure and Transport

### Aboriginal Road Safety and Driver Licencing On the Right Track (SA)

Aboriginal Road Safety & Driver Licensing delivers On The Right Track Remote (OTRTR). OTRTR is a service helping Aboriginal people living in the Anangu Pitjantjatjara Yankunytjatjara (APY), Maralinga Tjarutja (MT) lands and Yalata. Service is provided to 10 communities with the proposed expansion to include another seven communities within South Australia.

OTRTR provides practical driving experience, road safety education, evidence of identity and resources, and by doing all of this it supports community members in obtaining a learners permit or provisional driver's licence through graduating to a full licence.

## Driveschool Enterprises Pty Ltd

### myDRIVESCHOOL® (VIC)

myDRIVESCHOOL® is a simulation game to teach people how to drive online. Using a combination of simulation, gaming and artificial technology the program is delivered on PC/laptop with portable steering wheel & pedal set. myDRIVESCHOOL® is safe, fun, time/cost effective and it works – our students rated 48% more competent and 17% less anxious.

The myDRIVESCHOOL® program was launched at the 2019 Australian Grand Prix and went on to win the Australian Serious Games Congress with the highest score in the history of the event. The program was designed and developed specifically for Learner Drivers (15-18yo demographic), but has since been repurposed for a range of applications such as: NDIS approved assistive technology for specialised driver training; as an assessment and training tool for allied health professionals; CaLD (culturally and linguistically disadvantaged); Indigenous and Torres Strait Islanders; Elderly; Employment Services/Job Skilling, etc.

Our focus is diversity and inclusion – by helping people of ALL abilities learn to drive, in a safe & controlled environment – online.

## eDriving

### **Mentor by eDriving and Innovation Group (VIC)**

eDriving's digital driver risk management app, Mentor by eDriving, helps organisations worldwide reduce incidents, collisions, injuries, licence endorsements, carbon emissions, and total cost of fleet ownership. Features include data collection, micro-training and coaching, gamification, collision reporting, vehicle inspections, an eco-driving indicator, and an individual FICO® Safe Driving Score validated to predict the likelihood of collision involvement. As a result of eDriving's partnership with Bosch and Sfara, Mentor also includes Emergency Response Services, including Automatic Crash Detection and Personal SOS. For driver risk management, eDriving's aim is to provide a predictive, standard, validated measure of risk based on how a person drives, not what they drive or for whom. For organisations with fleets, eDriving's aims are - to support the establishment of crash-free cultures® that do not accept crashes as an inevitability of driving for work - Provide a holistic view of risk, incorporating driver performance data (telematics) with collision, incident, and licence endorsement data - Support sustainability goals for at-work drivers, eDriving's aim is to help them make better decisions behind the wheel and reduce risky behaviours. In February 2021, eDriving and Innovation Group announced a partnership to help organisations in Australia and New Zealand reduce driver risk.

## Get Home Safe Foundation

### **Get Home Safe Round (SA)**

The Get Home Safe Foundation aims to create safer mindsets at all sports clubs. Too many loved ones are lost or suffer life-changing injuries after enjoying a good time after a game or practice and then driving home.

We know that younger players look up to the senior players at clubs and learn from them.

The Get Home Safe Round encourages players, parents, supporters and staff to think about how to behave on our roads. The skills that everyone works hard to promote on the field of play; obey the rules, maintain focus, look after your team-mates, look at the big picture, work hard to improve, respect others – these are also the skills and mindsets needed on our roads.

Program Ambassador Eli Murn, stresses to players of all ages how he wishes that this program was around when he was a young Olympic hopeful. Eli was a high achieving, hardworking, skilful Volley baller, but didn't display the same standards as a driver. He crashed his car at speed in the Adelaide Hills and instead of looking back at a wonderful sporting career he suffers a lifelong brain injury that has completely changed his life. When Eli talks, the clubroom goes silent.

## **Intelematics**

### **Intelematics Asure Vehicle Safety and Security (VIC)**

Assistance to an injured person in the first hour after a collision can be critical for survival. Timely intervention can help prevent serious injury and death.

Australian technology company, Intelematics has developed a groundbreaking and life-saving technology that automatically connects a vehicle with first responders.

The Asure platform, and its eCall capability, enables vehicles to automatically call for help if it is involved in an accident, even if the occupants are trapped or unconscious.

Using geolocation technology and sensors within the car, trained staff can access critical information, such as the vehicle's exact location, and the speed and direction of travel. The solution also allows the driver to press an 'SOS' button in the vehicle for assistance from emergency services.

Two thirds of fatalities on Australian roads occur in remote areas, involving a single vehicle. eCall's geolocation and data capability delivers critical information to emergency services in these circumstances.

Intelematics has been committed to building a solution that has a meaningful impact on serious injury and death on Australian roads. Based on research from the implementation of similar programs in Europe, eCall in Australia has the potential to save 150 lives and prevent 2,500 profound injuries each year.

## **Ipswich City Council**

### **iGO Road Safety Action Plan (QLD)**

The iGO Road Safety Action Plan outlines an ambitious but realistic vision for reducing road trauma in Ipswich. It details the shared responsibility of all to collaboratively work towards reducing road trauma on the Ipswich transport network.

This plan targets a continuous annual reduction in Fatal and Serious Injury (FSI) crashes, with 11 specific targets to address key opportunities for improvement.

These targets are addressed by focusing on five areas of influence, through which 45 actions have been identified for Council, road safety stakeholders and the broader community to implement acknowledging the strengths, capabilities, responsibilities and resources of each organisation.

## **Logan City Council**

### **Tyre Deflation Device (TDD) Project (QLD)**

The TDD project was trialed (pre covid period) at several identified sites in Logan City. It included physically identifying locations along the road network that were risk assessed to be deployed utilising local government traffic engineering practices. Queensland Police can then locate these sites using sophisticated locating applications with pull down information

and pictures of the actual location, the point to park their vehicles and where to deploy their TDD (Stinger devices). It uses an existing mapping system, plotting in car routes from their present location to the site. This has seen a dramatic reduction in officer injury and a quicker detention of offenders with minimal concern for safety to the public and property. The TDD are deployed at any time of the day, where and when as necessary as to apprehend an offender.

## Maribyrnong City Council

### Holistic approach to Road Safety Program in Maribyrnong (VIC)

Maribyrnong Safe Travel is a Safe Systems holistic approach to Road Safety and seeks to ensure safe travel for the Maribyrnong community and visitors to this vibrant area. Maribyrnong City Council adopts a holistic approach to road safety through a series of programs and initiatives, which is managed within the framework of the Road Safety Strategy in order to deliver road safety outcomes in line with Safe System objectives and broader health and wellbeing right across the local community.

Council's Safety Strategy and Action Plan provides overarching support and direction to promote a vibrant, diverse and progressive city that strives for a sustainable future. These include:

- **Safer Speed pillar** – Council's Safer Local Roads (speed limit reduction) program which seeks to encourage lower vehicles speeds in areas of pedestrian and cyclist activity

- **Safer Roads pillar** – The annual LATM (Local Area Traffic Management) program seeks to identify existing traffic and road safety issues and develop recommendations to improve safety, access and amenity, and encourage walking and cycling.
- **Safer Road Users pillar** – The Active Paths program which promotes safe active travel for school children and assist in creating a healthy and liveable environment.

By leveraging on the 3 pillars within the Safe Systems approach, it is noted that the combined actions within these programs supports the global United Nations Road Safety Decade of Action in line with Sustainable Development Goals (SDG) which intends to halve the fatalities and serious injuries by half by the target year of 2030.

## Northern Beaches Council

### Safer School Program (NSW)

Northern Beaches Council has developed a program that addresses road safety needs around schools.

Key components of this program are;

- Being proactive
- Considering road safety from the perspective of encouraging active travel
- Scheduling school road safety audits on a small number of schools

- Engaging a road safety auditor to undertake a Road Safety Review
- Addressing both infrastructure and behaviour issues, including parking restrictions
- Participation from both the school and the wider community,
- Providing specific feedback and tools to the school on how the school community can contribute to road safety around their school
- Providing education to the school community on frequently asked questions
- Developing educational resources that have a use beyond this project
- Visibility to the local community that Council is taking a proactive approach to road safety around the school
- Identifying community infrastructure needs and programming them for delivery

## Panache Driver Training

### The Panache special needs learn to drive program (ACT)

'Panache Special Needs and Indigenous Driver Training Program' was developed with the goal of assisting learner drivers to become confident, safe and defensive drivers before obtaining their ACT Driver Licence.

Using our extensive knowledge of learning and teaching strategies best suited for Indigenous learners and learners with special needs, such as Autism and Asperger's, we go one step further than other driver training programs in that we explain the 'why' behind driving techniques and road rules.

Each of our lessons is tailored to the individual. We spend time getting to know each student, their strengths and limitations, and work with these to build confidence, a positive attitude, an awareness of other drivers and a deep knowledge of the importance of safe driving techniques.

'Panache Special Needs and Indigenous Driver Training Program' is not designed for the learner driver who just wants to get their licence in the shortest time possible. This means our students obtain their provisional licence with the knowledge they are truly ready to be independent drivers on our roads who understand and action best practice for driving in all situations and play a key role in keep our roads safe.

## Parkes, Forbes and Lachlan Shire Councils

### Load Restraint Education Project (NSW)

The Load Restraint Education Project was funded through the National Heavy Vehicle Regulator's (NHVR) Heavy Vehicle Safety Initiative - Round 5 (2020/2021). It focused on the safe transportation of hay bales, machinery and general freight.

A multi-agency Project Steering Committee, comprised of members from Parkes, Forbes and Lachlan Shire Councils along with NSW Police, NSW Farmers and Transport for NSW, oversaw the project's development and implementation.

The project aimed to increase load restraint knowledge and decrease the number of load restraint breaches and incidents on local roads. It targeted local farmers and transport companies.

Project strategies included;

- a pre and post online awareness quiz
- the development of how to videos and accompanying fact sheets
- promoting case studies
- a Load Restraint Village Tour to take load restraint information directly to the farming community
- the distribution of more than 1,000 load restraint packs
- an official launch and
- regular local media coverage (traditional and social).

The project addressed a local issue of concern, developed high quality collateral and saw grass roots community engagement. As a result, load restraint knowledge has increased, breaches have decreased by 69% and there were no incidents recorded on local roads in 2021.

## PCYC Queensland

### Braking the Cycle (QLD)

The Braking the Cycle (BTC) program is an initiative of PCYC Queensland that works to enhance road safety and to provide employment and youth development outcomes for disadvantaged young people. BTC is funded by the Motor Accident Insurance Commission and the Department of Transport and Main Roads.

BTC is a learner driver mentor program that supports young people who, due to financial hardship or social barriers, would otherwise be unable to achieve the mandatory 100 hours of supervised driving. The program objectives are to create safer young drivers, increase social inclusion, and improve workforce participation of disadvantaged at risk young people through mentoring, education and assistance obtaining a driver's licence.

The primary audience for BTC is young people aged between 16 and 25 years of age who are struggling to gain access to the vehicles, supervisors, and finances to achieve their supervised driving time.

The program works by matching learner drivers with trained driver mentors and providing a safe, registered and insured vehicle for young people to complete their supervised driving in.

BTC also supports people over the age of 25 who are experiencing hardship or disadvantage, including domestic and family violence, financial hardship and mobility barriers to services and employment opportunities.

## PCYC Queensland

### **Braking the Cycle – Changing Gears (QLD)**

The Braking the Cycle - Changing Gears (Pilot) program is a learner driver mentor program, an initiative of PCYC Queensland. This program assists Aboriginal and Torres Strait Islander people to obtain their licence whilst also gaining knowledge on safe vehicle and passenger management processes.

The program works closely with community and government agencies to recognise and respond to licensing barriers to increase licence ownership and retention in the Napranum community.

The program provides equitable access to licensing, reduces instances of unlicensed driving, improves road safety outcomes, supports re-education of drivers who have been issued with an infringement that could lead to suspension of license; improves well-being, connection, and employment opportunities through community mentoring and volunteerism. The Changing Gears program is funded by the Motor Accident Insurance Commission and Rio Tinto.

## Queensland Police Service

### **There's nothing more we can do! (Road Safety Cinema Ad) (QLD)**

A local community engagement, educational and awareness safety initiative targeting all community members aged from 16 to 75+ through a locally produced Road Safety ad 'There's nothing more we can do!'.

It emphasizes the combined dedication of emergency services and community service providers working in the road safety space signifying they have done all they can, now it's up to all road users to take responsibility!

The cinema ad reinforces key Road Safety fatal five messages, and how every decision road users make behind the wheel counts. The (M) rated cinema ad was screened during September/October school holidays 2021 over a 6-week period at 5 cinemas across Ipswich Police District. Static displays promoted the event in each cinema with Ipswich NHW, QPS Volunteers and partners (DTMR, Ipswich City Council, QPS Highway Patrol) providing community with road safety information/resources focusing on the Fatal Five and road safety strategies.

## Queensland Police Service

### **Helmets and Hoods Motorcycle Road Safety Expo (QLD)**

A collaborative service and multi-agency approach inclusive of motorcycle businesses/organisations by holding a motorcycle road safety expo, raising awareness on motorcycle rider safety and security, targeting behaviours associated with the Fatal Five.

The purpose of the event was to encourage motorcyclists to become safer riders by gaining the necessary skills, understanding the road environment, and taking responsibility to be alert and defensive whilst riding. This includes wearing protective gear, vehicle maintenance and accessories.

Two motorcycle demonstrations from QRide Revolution Rider Training were provided, with presentations from Queensland Police Service Ipswich Crime Prevention outlining the fatal five and standard drink's, Synapse Brain Injury Organisation presented on brain injury prevention. A roving mic enabled service providers to promote their agency/business that contributed in keeping motorcyclists safe. Ulysses motorcycle club provided their display of bikes beside the Salvation Army who organised a sausage sizzle.

The event catered for all motorcycle enthusiasts, with invited guest MX Pro, Todd Waters who gave an insight into motocross competition, achievements and career highlights with an emphasis on protective gear, and motorcycle maintenance. The event was held at Willowbank Raceway, in the lead up to Christmas and New year with an aim to reduce road trauma.

## RAC WA

### **RAC Project Road Smart (WA)**

RAC Project Road Smart is a free road safety event for year 10 - 12 students in regional WA. By demonstrating the consequences of distracted driving, speeding and drink driving, the event informs students on how to reduce risk-taking behaviours as a driver and a passenger.

The program features a crash re-enactment, which has been filmed as a docudrama and showcases the response by real-life emergency services. Students also hear from guest speakers who have been directly affected by road trauma.

The program aims to travel to regional centres across WA every two years, providing the opportunity for all year 10 – 12 students in the area to experience the unique and impactful event.

To reinforce the key messages in the event, a post-event debrief presentation is delivered in classrooms within the weeks following attendance. This interactive presentation gives students the opportunity to review their personal experience and reflect on their own attitude to risk, empowering them to make safe decisions as future drivers.

RAC Project Road Smart aims to reduce the number of young people being killed and seriously injured on our regional roads by exposing them to the devastating realities of road trauma.

## RACQ

### RACQ Driver IQ (QLD)

The RACQ Driver IQ Program is a one-hour road safety awareness program that is offered free of charge to Year 10, 11 and 12 students in Queensland.

It aims to reduce the number of road accidents, fatalities and injuries involving Queensland Learner and Provisional drivers and adolescent passengers; and empower this demographic to make informed decisions based on personal circumstances to increase their safety on the road.

Using a resilience-based approach, Driver IQ supports current, best practice principles and explores key aspects of each stage of the novice driver journey - pre-learner, learner and provisional - in addition to addressing issues related to passengers. Driver IQ equips students with tangible, real-world strategies to assist them maximising their Learner phase in preparation for thriving throughout the Provisional driving phase and ensures they know how to be a supportive passenger.

The course consists of interactive and guided discussions with RACQ Education Officers, exploration of authentic on-road scenarios, learning about being a good mate in the passenger seat and how to effectively manage passengers of their own, strategies to assist in successfully completing the practical driving test, and what steps to undertake in the event of a breakdown or crash.

## RACQ

### Streets Ahead (QLD)

RACQ Streets Ahead is a primary school road safety program for 5 –12-year-old students in Prep to Year 6 focusing on pedestrian, passenger, and rider road safety behaviours.

Every class in the entire school is taught as RACQ takes a whole school approach to the Streets Ahead program, with eight, 45-minute age specific road safety education presentations delivered to achieve one main outcome: positively influence the behaviour of all targeted road users to adopt life-saving strategies to be a safer pedestrian, cyclist and passenger.

Using a combination of props, road safety equipment, and technological equipment e.g., Nintendo Wii, iPhone and PowerPoint presentations, each lesson incorporates a series of purposeful and meaningful images and videos to support the teaching content; to promote student discussion, interactivity, and engagement.

With all programs consistent in content and scripting, extensive training programs and quality assurance processes in training and regular feedback, staff can teach in all schools throughout Queensland.

## Road Sense Australia Ltd

### Traffic Offender Intervention Program (TOIP) (NSW)

Our Traffic Offender Intervention Program (TOIP) is a cognitive behavioural therapy-based approach to road safety education. TOIP uses reality-based learning to provide the knowledge and skills necessary to develop positive attitudes towards driving. It helps participants become safer, more responsible road users. TOIP rehabilitates traffic offenders, deterring them from re-offending and helping them understand the consequences of dangerous driving behaviours, ultimately contributing to improving road safety across the country.

The program is for drivers appearing in court, who have lost their licence due to demerit point offences or for persons being paroled (or recently paroled) from prison for driving-related offences.

Due to the success of the program, it is now available to young drivers, migrants and refugees who have recently obtained an Australian driver's licence. It is also available to fleet-based businesses and members of the wider community who wish to improve their driving skills.

The program has been well-received by the Courts, legal professionals, and the communities which we serve across Australia. Over 30,000 people in NSW, QLD, ACT, TAS, VIC, WA and SA have completed our program since its inception in 2014.

## Royal Perth Hospital

### P.A.R.T.Y. Program (WA)

The Royal Perth Hospital (RPH) Prevent Alcohol and Risk-Related Trauma in Youth (P.A.R.T.Y.) Program is an evidence-based injury prevention program that was implemented in Western Australia in 2006.

The aim of the licensed program is to promote injury prevention through reality education, enabling high school students to recognise risk, make informed choices and learn about potential traumatic consequences.

Current trauma Registry data and statistics relevant to youth (14-24 years) underpin our presentations. The Program brings together professionals within the hospital, external agencies and injury survivors, exposing youth to the potential physical and psychological impact that results from traumatic injury. The program uniquely provides the opportunity for teens to go 'behind the scenes' of a hospital and speak with patients, experienced trauma nurses, emergency doctors, physiotherapists, drug and alcohol experts and paramedics to deliver one of the most important days of education in the lives of these students. The P.A.R.T.Y. Program is licensed to support sub-sites in Western Australia. As a result, we have programs in regional WA in Albany, Bunbury, Busselton, Geraldton, Kalgoorlie, Katanning, Midland and Fiona Stanley commenced in 2021. We provide training, presentation, content, resources and ongoing administration support. RPH also conducts a community P.A.R.T.Y. Program for WA Police Juvenile Justice; the program is supported by magistrates and WA Police.

## South Australian Metropolitan Fire Service

### Road Awareness Program (RAP) (SA)

The Road Awareness Program (RAP) is a powerful, hard-hitting road safety presentation delivered by firefighters to both young and experienced drivers across South Australia and interstate. Originally designed for young people in Year 11, its broad appeal and effectiveness has allowed us to expand our reach into workplaces, sporting clubs, correctional services facilities and community groups. Designed to give an open and honest insight into the experience of firefighters working in road crash rescue, RAP seeks to actively engage and empower drivers and other road users through positive peer pressure and its core message: "You get to choose the risk; but you don't get to choose the consequences".

During the 90-minute presentation, participants are given a confronting and realistic insight into road crash trauma including vision of real crashes and crash survivors. Real life crash survivors, many now living with permanent disability or loss of a loved one, share their stories as part of the presentation. Participants usually find this element of the presentation the most emotional but draw inspiration from the crash survivors' resilience and strength.

## Safe Freight Networks Australia

### Truck Spot (VIC)

The project is an initiative of local rural truck drivers as expressed through their truck safety networks and comes after more than a decade of discussions with drivers about the near-misses they have on a daily basis some of which is caused by problems with road infrastructure. It also comes after frustration that many road deaths had occurred at "spots" well known to drivers and they wanted to have a mechanism for expressing their concerns.

Truck Spot provided an opportunity to identify both positive and negative issues of the road network by allowing truck drivers to drop a "spot" directly onto a map as well as a description of the problem they are seeing through their windscreens. This was the first time Truck Drivers had an opportunity to on-mass provide this information - unlocking years of road knowledge and applying it to one of the core pillars of the Safe System approach to road safety - allowing them to identify how we can achieve Safer Roads as a priority. All this was achieved through a easy to navigate dedicated website developed by Safe Freight Networks Australia.

## South Burnett Regional Council

### South Burnett School Safety Projects (QLD)

The 'South Burnett School Safety Projects' was an initiative of the South Burnett Regional Council (SBRC) to improve regional road safety outcomes around schools and funded by the School Transport Infrastructure Program (STIP). The intention of this school focused funding is to improve safety and operations through new or improved transport infrastructure to the road network.

The South Burnett consists of 24 State, independent and Catholic schools, with these schools being established within the district for over 30 years. From continued population growth, it had become clear that for many schools, the existing transport infrastructure could no longer provide safe access for the school communities.

Through extensive research, investigation and consultation with various schools in the region, five projects were submitted. These projects were:

- Kingaroy State High School, Kingaroy
- Taabinga State School, Kingaroy
- Wondai State School, Wondai
- Nanango State School, Nanango
- St Mary's Catholic College, Kingaroy

After a rigorous and competitive assessment period, all five of the proposed projects were approved for STIP funding by the Minister for Transport and Main Roads for construction in the 2021/2022 financial year.

## Wagga Wagga City Council

### Caravan (NSW)

This project is designed to inform drivers about caravan safety with engagement, information and TNSW resources and merchandise and promoting a safe system approach. The project involves a caravan weighing voucher for Wagga LGA residents. The 2020-21 project was very successful in the uptake and all vouchers were used. This year 2021-2022 is the second year and very popular with the Wagga Community.

## Wagga Wagga City Council

### Slow Down – Nominate your street (NSW)

Council has been encouraging drivers to slow down on local roads through the installation of temporary 'Slow Down' signs on selected streets.

The aim of these signs is to remind and encourage drivers to slow down and not exceed the speed limit.

5 residential streets and 5 rural roads will be selected.

The NSW Police Local Area Command will be targeting local streets during this phase of the campaign. Fines and demerit points will be issued to any motorist caught speeding.

Using corflutes along nominated streets to promote the Slow Down messaging.

## West Moonah Community House

### L1 Learner Driver Program (TAS)

Prior to 2016, applicants seeking to get a Learner's Licence in Tasmania, basically only had a Manual to study before doing the on-line test, with limited support from Learner's Licence Assistance Program Volunteers. (LLAP's)

Thousands struggled with the concept of studying the manual due to their literacy problems, learning spectrum issues, language barriers or their computer illiteracy.

The West Moonah Community House (WMCH) Tutor, Mr Kim Smith APM undertook extensive work to address the identified training and testing needs of Learner Applicants, including the training and resourcing of LLAP's.

He developed a number of significant innovations and inclusive training methods, which have greatly helped the many applicants who were struggling. These advances ensured that everyone despite their background or learning disability were now able to become part of the Road Licencing scheme. This included the production of currently 21 Road Rules Videos, Road Map Packs containing 32 separate A3 sized maps, other training methods and resources to assist. Six more videos are in production.

It prompted State Growth to alter the L1 driver test system to include testing using the road maps and toy cars, to accommodate those with literacy, learning or language issues.

## Workshop Solution Pty Ltd

### SafeTstop (NSW)

THE BRAKE testing system commonly used for annual vehicle safety inspections in Australia and New Zealand is not safe for road users, because it routinely gives a pass mark to weak and faulty braking systems. Brakes are to driving as the hoof is to the horse.... without them, the journey cannot end well!

SafeTstop recognises the need for correctly adjusted brakes, suspension, and Alignment. Developing an efficient and accurate plate brake tester has been a lengthy process, and SafeTstop has grown along with a passion for taking care of people. SafeTstop is proud to work with leaders in the motoring industry such as the Motor traders association, The institute of mechanical engineering, Heavy Vehicle Industry Australia, Transport NSW, Crash lab ,QLD Police, NSW Fire, Busvic and more.

This provides assurance and transparency to the Motorist that their Vehicle has been tested above and beyond industry standards. The University of Adelaide Centre for Automotive Safety Research, supported by local manufacturer SafeTstop, has

conducted a landmark study into brake testing methods – the first in 30 years. The report’s findings contained frightening results. There is no doubt that lives are at risk.

## **YOU CHOOSE Youth Road Safety**

### **YOU CHOOSE Youth Road Safety (QLD)**

YOU CHOOSE Youth Road Safety is Australia’s youth-led mission to change driving culture.

The mission has engaged over 100 000 senior students throughout the country.

YOU CHOOSE is a registered charity which delivers an innovative road safety program to high schools, clubs and community organisations.

The organisation facilitates changed attitudes and behaviours, using relatable concepts about Love, Family and the Empowerment of Choice. The result is a peer-social movement to evolve legacy Australian driving paradigms from ‘luck’ to ‘accountability’.

The program complements top-down efforts in traditional skills training, driving education, compliance and awareness courses; by inspiring bottom-up, personal leadership from young drivers and passengers themselves. One student, one friendship cohort, one family, one school, one community at a time. Students uplift each other to protect their families and their communities from the preventable tragedy of road trauma.

YOU CHOOSE is advocated by Police, Educators, Council Safety Officers, parents and students around the country, as well as the likes of the Youth Leadership Academy Australia and Students Against Destructive Decisions (USA).

The presentation phase is 75-90 minutes, with Parent/Student nights as an option. Ongoing leadership activities are supported with teacher and student resources, and a YOU CHOOSE student-leader network.

## **Youthsafe**

### **Learner Driver Mentor Online Training (NSW)**

The program – Learner Driver Mentor Online Training – saw Youthsafe research, design, develop and pilot an asynchronous online training program for volunteer learner driver mentors.

Based on the key learning objectives of Youthsafe’s established face-to-face training, the program comprises the following six units of study:

- 1.** The Graduated Licensing Scheme (GLS)
- 2.** Young People and Risk
- 3.** Who is a Mentor? What is mentoring?
- 4.** Effective Communication
- 5.** Safer Driving Behaviours – The Driving Test
- 6.** The Learner Log Book

Each unit presents key information regarding the knowledge, skills and strategies that support an effective strength-based approach to mentoring and accessing useful resources. Each unit is followed by a set of test questions. Participants cannot progress to the next unit until they have answered all questions correctly.

The program has been designed to be user-friendly, assuming not all volunteer mentors are familiar with online learning and current road use rules and language.

The project aligns with the objectives of the NSW Road Safety Plan 2021 re supporting young drivers, particularly those from disadvantaged backgrounds.

All participants receive a Certificate of Completion at the end of the course and an invitation to provide extensive feedback on their learning experience.

## **JUTE Theatre Company**

### **Back on track: Positive Attention to Road Safety and Behaviour Change using the Power of Theatre (QLD)**

The Dare to Dream – Back on Track Play was Written by First Nations playwright Isaac Drandic, assembled a team of First Nations creatives to rehearse, produce and tour the work

to regional and remote communities for ten weeks. The Play allows young people to learn about and value road safety and to see performances featuring positive stories about Indigenous experience and also featuring Indigenous professionals as role models.

**SYNOPSIS:** Eric is a 10-year-old boy who dreams of becoming a dare-devil motor-cross champion just like his hero, Chad Reed. Eric lives with his Nan, who has laid down the law about motorbikes and road safety. Nan insists Eric wear a crash helmet and he is not allowed to practice with other kids. Eric wonders how he is ever going to be a champion with such tough rules. Nan has good reason to be cautious; both Eric's parents died in a car crash when someone threw a rock at their moving car. Eric alone survived the crash because he was wearing a seat belt. One night Eric's cousin Dennis tempts him to sneak out and ride the practice tracks...without his helmet. How off track can he go? Between playing it safe and taking risks, Eric has to find a way of making his dream come true; which just happens to mean, getting back on track and listening to his own instinct – and his Nan.

## Community Programs Award

*Presented by Suncorp*

**WINNER** \_\_\_\_\_

## Schools Programs Award

*Presented by Suncorp*

**WINNER** \_\_\_\_\_

## Indigenous Programs Award

*Presented by Supercheap Auto*

**WINNER** \_\_\_\_\_

## Innovation Programs Award

*Presented by LicenSys*

**WINNER** \_\_\_\_\_

## Technology Award

*Presented by Subaru*

**WINNER** \_\_\_\_\_

## Local Government Programs Award

*Presented by Subaru*

**WINNER** \_\_\_\_\_

## State Government Programs Award

*Presented by Giti*

**WINNER** \_\_\_\_\_

## Founder Award for Outstanding Achievement

*Presented by ARSF and Suncorp*

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

**WINNER** \_\_\_\_\_

# Our Partners

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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.



Safety is in Subaru's DNA and Subaru are proud supporters of the Australian Road Safety Foundation. Protecting you and your family throughout every moment of your journey always has been, and always will be, at the heart of everything Subaru does. Subaru strives to create innovative cars that protect you and your loved ones, whether they're in or outside the car. It's a philosophy that started with Subaru's first mass produced vehicle, the Subaru 360. A vehicle designed with driver visibility at its core, and in 1960 became one of the first vehicles in the world to be crash tested. This commitment saw Subaru also produce the first Japanese built car to achieve a 5 star ANCAP safety rating in 2003, while becoming the first mainstream car brand in Australia to achieve 5 star ANCAP ratings across the entire range.



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.



Supercheap Auto is a National Community Partner of the Australian Road Safety Foundation. Supercheap Auto supports the Australian Road Safety Foundation by raising important awareness online and in-store as well as fundraising initiatives across the Australian store network. All donations made by customers and team members go directly to the Australian Road Safety Foundation to support their cause.

National Tyre and Wheel is proudly Australian owned and is the largest independent wholesaler of tyres and wheels throughout Australia and New Zealand. Expertise matters, and National Tyre and Wheel has been helping retailers and consumers make informed purchases since 1989. National Tyre and Wheel is the exclusive distributor of the Giti brand in Australia. Giti tyres has always had a focus on product excellence and safety. Partnering our GiTi (GT) brand with the Australian Road Safety Foundation just made sense. We share the same objective - making our roads safe for everyone, everyday!

# Australian Road Safety Foundations annual campaigns

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Since its inception in 2007 the Fatality Free Friday campaign has continued to expand its operation and is now recognised as Australia's largest national community based road safety program.

It has successfully fostered community ownership, raises complex road safety issues and encourages every road user to make a significant difference in reducing road trauma.

The campaign is more than just a single day. Whilst our target is to have a fatality free Friday, ultimately we are aiming for longer term community change.



Rural Road Safety Month is a national awareness campaign targeting regional and rural road safety.

It's a chance for all of us to be involved in making the roads safer. There are many ways to get involved and #Choose Road Safety, from changing an in-car behaviour to hosting an event in your local community.

Join us this September by hosting an event in your workplace, school or community. We can help, so please visit our Get Involved page at [arsf.com.au](http://arsf.com.au)



RoadSet is a free, interactive online road safety learning experience. An innovative Ed-tech tool, RoadSet educates and empowers our youth to become safer, better, road users. It features ten memorable and engaging modules covering road safety issues relating to pedestrians, passengers, cyclists, skateboard and scooter riders and ultimately becoming a safe driver.

The FREE road safety modules in RoadSet aim to support the quality teaching and learning of road safety in schools and community road safety education programs. RoadSet can be easily accessed on computers, smartphones and tablets. See [www.roadset.com.au](http://www.roadset.com.au).

### RoadSet Awards:



## SLOW DOWN SONGS

The Australian Road Safety Foundation has teamed up with Spotify and some of Queensland's leading musicians in a national first that will geotarget drivers within school zones.

Slow Down Songs alerts drivers as they enter within five kilometres of a school zone by dramatically slowing down a song before serving safety warnings.

Slow Down songs were rolled out on Spotify across QLD, NSW, ACT and SA the first school term this year. ARSF urges all drivers to #ChooseRoadSafety, slow down and take extra caution in and around school zones.

## CHRISTMAS CAMPAIGN

Christmas should be a time of love and laughter, not loss of life, but tragically it's one of the most dangerous times on the road. ARSF is committed to our annual Christmas campaign each December, encouraging all road users to be the change they want to see on the road by #Choosing Road Safety.



Thank you to our partners



