



RSE Newsletter

National Road Safety Week Shines its Spotlight

Communities across Australia and New Zealand have once again embraced the opportunity to shine a light on the critical issue of road safety as they lit their landmarks, donned their ribbons and shared the messages of Yellow Ribbon Road Safety Week.

On both sides of the Tasman, RSE plays a pivotal role as a Principal Partner of National Yellow Ribbon Road Safety alliances helping to raise awareness.

This year, National Road Safety Weeks (NRSW) in both countries coincided with the Fifth UN Global Road Safety Week (UNRSW) held during the week of 6-12 May 2019. In Australia, the week was launched by Qld Main Roads and Road Safety Minister, Mark Bailey in Brisbane and in New Zealand, the Brake organisation launched the week with an event in Auckland.

Running with the broad theme of 'Drive So Others Survive' (#DriveSOS), the week

provided opportunities to raise awareness of vulnerable road users such as cyclists, pedestrians and first responders as well as supporting the over-arching theme of the UNRSW which was #SpeakUp and demand leadership for road safety.

In Australia, a leading light of NRSW, Peter Frazer, launched RSE's Annual Supporting Excellence in Road Safety Awards. RSE's Ambassador and President of Safer Australian Roads and Highways (SARAH), Peter and his wife, Judy, lost their 23 year old daughter, Sarah in 2012 when she was killed on the side of the road after her car broke down. The SARAH group was established to ensure more lives are not lost through preventable tragedies. Peter and his family have not only effected great change by lobbying for improved standards for Australian roads but they have brought a critical awareness of road safety issues, including the value of education, to the consciousness of every Australian through the symbol of the yellow ribbon - Sarah's favourite colour.

Through the hard work of passionate individuals, governments, police, community groups and organisations, road safety week is growing every year.

In NZ, 850 schools, kindergartens, companies, community groups and road safety professionals registered to take part in Road Safety Week 2019 by holding awareness-raising events in their communities.

In Australia, in addition to the many community events, there was again great government support with a number of iconic structures lit in yellow. And the shine was far reaching - from the Harbour Bridge in Sydney and the Storey Bridge in Brisbane to the water tower in Wodonga.

RSE's unique mix of community and corporate partnerships, along with our huge student base gave us a number of great opportunities to engage with the community and promote the cause. Read on for more information.





RSE Supporting Excellence Awards

RSE is in a unique position to bring together a wide representation from the community - from the government agencies we work closely with, our highly respected corporate partners, road safety advocates, Police members, Rotary Clubs and Volunteers and school communities - our reach is wide.

This year, we decided to harness some of the shine from the yellow spotlight of National Road Safety Week and direct

it onto a number of worthy groups and individuals. With the presentation of our annual Supporting Excellence in Road Safety Awards, we honoured the enormous community effort that goes into bringing the life saving RYDA road safety messages to our young road users.

Awards events were held in Australia and New Zealand. Scattered throughout this newsletter are short profiles on each of our winners.



Above: Students from North Sydney Girls High School get into the 'yellow' spirit with Peter & Judy Frazer (top, centre)



Above: Our NZ BOC Champion Award recipients, the hard working crew from the Rotary District 9920 - Auckland and the Pacific Islands RYDA Committee - letting their hair down in our 'yellow ribbon' photo booth.

Below: Aus Champion, Alex Donaldson (r) with BOC's Head of Deliver, Herman Hattingh (l).



BOC CHAMPIONS AWARD

Recognises individual Rotary volunteers or Clubs who commit a significant amount of time and effort to bring RYDA to their community.

There are no higher priorities for BOC as an organisation, than the health and safety of their employees, customers, suppliers and the broader community. Therefore, it is fitting that our Founding Partner presented the 2019 Champion awards to the Rotary District 9920 RYDA committee in New Zealand and Alex Donaldson from the Rotary Club of Penrith Valley.

The team from Rotary District 9920 work diligently behind the scenes to ensure we have the volunteers, funding and materials we need to run RYDA - not only in their district of Auckland but further afield, giving a number of schools the opportunity to attend. They also actively work with us to get new schools on board and connect us to other Rotary Clubs to further our reach.

A member of Penrith Valley Rotary Club for over 40 years, Alex got involved with the RYDA Program over 13 years ago when a new venue was established in Penrith, Sydney. Alex has been an exceptional volunteer at hundreds of RYDA program days and has also encouraged and inspired many of his fellow Rotary Club members to volunteer at the venue which has now seen over 50,000 students through its doors.

RSE Supporting National Road Safety Week

Part of the focus of National Road Safety Week (NRSW) is to ask every member of the community to become an ambassador for road safety and actively 'drive so others survive'.

In addition to, and along-side our awards events, we couldn't resist the opportunity to get our students and partners involved in NRSW to help spread the message far and wide.

We developed blank number plates that acted as #DriveSOS pledges and asked our community to personalise their plates as a pledge to share our roads as active and thoughtful citizens.

To highlight the importance of the message, we set up a static display of various road users as a backdrop to a RYDA program day and our Sydney awards event. Walking through and interacting with the display our students and guests had an opportunity to experience the road from different perspectives - from the cabin of a large tipper truck to the vulnerability of a child's bicycle.

In New Zealand we set up photo-booths at our RYDA days where students had fun with our #speak up megaphones and discussed ways that they could use their voice for road safety.

Finally, we developed kits for our corporate partners to help them conduct staff activities to raise awareness at their various locations and in their communities. A number of them hosted morning teas, distributed media releases and put up posters.

Bridgestone even hit the streets of NZ, video camera in hand, to record students speaking up for the change they want to see on their roads.

It was incredibly rewarding to be a part of such an important week of activities. For more photos and reports on each of our events, visit www.rse.org.au/nrsnw.



Above: (left) Harm Drenth from the SES pledges 'no harm' on the road (centre) Bernard Carlon, Executive Director, Centre for Road Safety (NSW) reminds us to slow down for our first responders (right) Donna & Maria from SADD New Zealand, with Sgt Wayne Paxton from NZ Police #Speakup for road safety in our yellow ribbon photo booth
Below: Our display gave guests a better understanding of the special challenges faced by pedestrians, first responders, heavy vehicles, bicycles and motorbikes





RSE in New Zealand

This week our CEO/MD, Terry Birss announced that Maria Lovelock has been promoted to New Zealand Manager, becoming an important part of the RSE management team.

Over the past three years, our very small but passionate team in New Zealand has grown its RYDA student numbers by 47% so it was time to add more resources and expand the team over there to keep up with demand.

In October last year we welcomed Naomh Cusin as our South Island Programme Coordinator. Originally from Ireland, Naomh brought with her a strong background in sales within the education sector. Based in Christchurch she is responsible for organising and running all our programmes in the South Island.

In May this year we also employed Natalie Alabaster as our Lower North Island Coordinator. Natalie has spent the last 10 years doing a similar role with The Parenting Place and is excited to bring her experience to help us grow RYDA in the area. Based in Lower Hutt she will be looking after all programs from Waiouru to Wellington.

As Program Coordinators, Naomh and Natalie join Pearl Newman who will be freed up to focus on developing the Northland, Waikato, Bay of Plenty and East coast regions.

Pictured above (clockwise from top left): Maria Lovelock, Naomh Cusin, Pearl Newman and Natalie Alabaster



BRIDGESTONE SCHOOL AWARD

Recognises schools that show an ongoing commitment to road safety education through long-term, consistent RYDA attendance



Above: North Sydney Girls High School students with Year 11 Advisor, Katrina Walker and Bridgestone's Group Communications and CSR Manager, Jo Hayes.

The 2019 champion schools were North Sydney Girls High School in Australia and Tamaki College in New Zealand. Both schools are long time supporters of the RYDA program, ensuring that year after year, students bring the messaging back to the school to create a road safety culture for all students from the junior years to the seniors.

Megan Connors, Principal, North Sydney Girls High School said, "The RYDA program brings authentic learning experiences that bring home the importance of road safety. Real life case studies and guest speakers ensure students are truly engaged and aware of the importance of caution and prevention when driving and on the roads." We were pleased to learn from teacher Katrina Walker, as she accepted the award on behalf of her school, that she was, in fact, a RYDA graduate herself.

In an effort to expand the kind of opportunities available to their students, Tamaki College has engaged an in-school driving instructor and in addition to providing RYDA to students, they have also engaged with RSE to provide our follow-up program, Good2Go.

According to Bridgestone's Group Communications and CSR Manager, Jo Hayes, these schools' commitment to the program demonstrates a strong desire to create safer roads for future generations.

"Safety is a core value of Bridgestone's, and recognising schools such as these, who share our passion for safety, is one of the ways we continue to give back to the wider community."

Below: Students and teachers from Tamaki College





Boral sponsorship to help make Australia's roads safer

We are very pleased to announce that Boral Limited has partnered with us to help to make our roads safer for all road users. Boral, an international building products and construction materials supplier, has a long and proud history of supporting the communities in which it operates.

Since launching the partnership, Boral has worked with RSE to develop new educational materials that look at the challenges faced by heavy vehicles including blind spots, and stopping distances, and identify safe actions students can take when sharing the road with heavy vehicles and vulnerable road users.

Boral's Group President, Operations, Ross Harper, said that as an operator of over 2,500 heavy vehicles across Australia, Boral takes its road safety responsibilities very seriously. "Our involvement with RSE is an opportunity to positively influence the driving habits of young people as they get on the road. If we can support them to become safer drivers, we may well save young lives," he said.

"Boral has a commitment to zero harm across our operations, including our drivers on public roads. We have a strong focus on safety and training for our drivers, but 93 percent of fatal accidents involving heavy vehicles are not caused by the driver of the heavy vehicle. So, there is an obvious gap, which this new

road safety partnership will attempt to address," he added.

RSE's CEO/MD, Terry Birss said "we are delighted to be partnering with Boral and deeply appreciative of Boral's significant commitment to the RYDA Program. Boral is supporting our mission of providing young Australian road users with learning that supports the development of a road safety culture across the generations. Road safety is a shared responsibility and making our roads safer requires the support of organisations such as Boral."

The partnership between Boral and RSE is a great opportunity to improve road safety for young people, heavy vehicle drivers and the community more broadly.



This award is our opportunity to recognise the vital role that Police officers play in delivering the "Road Choices" session at RYDA. The active involvement and support provided by Police enhances the value of the program and the impact of the road safety message on students.

In Australia, Boral honoured Snr Sgt Steve Watterson from Queensland Police. Steve has been closely involved in RYDA for ten years at venues in Brisbane. He is a passionate supporter



of the program and an exceptionally good facilitator with a unique ability to engage with students, gain their confidence and share essential road safety messages in a cooperative and productive way.

In New Zealand, NZ Steel recognised Snr Sgt Kelly Larsen who was instrumental in helping us relaunch our Christchurch programs, which had been on hold since the earthquakes. Kelly is now working as a Road Risk Reduction Strategist with Fire and Emergency NZ and is helping us nationally in other areas with RYDA.

BORAL POLICE AWARD
NZ STEEL POLICE AWARD
Recognises committed officers who play a pivotal role in delivering RYDA





TOYOTA COMMUNITY AWARD - AUSTRALIA
AMI COMMUNITY AWARD - NEW ZEALAND
Awarded to programs that exemplify the whole community approach to conducting RYDA

One of the many strengths of the RYDA program is that it corrals the community from its coordination to its delivery. Largely led locally through Rotary, our committees seek support from local business, councils, police, schools and other volunteer groups to make RYDA available for their next generation of road users. It is this approach that is recognised and applauded through the community award which this year went to two very worthy recipients.

In New Zealand, RoadSafe Northland have championed RYDA in the Whangarei and Kaipara areas for ten years. RoadSafe Northland oversee a

range of road safety activities in the region with RYDA being one of the programs they support in schools. They have not only provided a significant subsidy, which has allowed us to reach approximately 80% of students in that region, but they are also very hands-on with the commitment. Over the last 12 months, Manager, Gillian Archer accompanied our team visiting schools in the district to talk to them about extra support they may need, encouraging them to build in pre and post support to the RYDA activities and visiting schools that are not yet involved. She has also developed student mentor driving programs within her districts and works closely with local organisations and Rotary to achieve their success.

In Australia, the award went to the Darling Downs RYDA Committee. The Toowoomba Queensland based group has achieved outstanding success by working in partnership in the community with Rotary clubs, police, local council, driving instructors, youth workers, local MP's and many others to deliver the RYDA program.

After starting with just Toowoomba high schools, they have since been able to extend RYDA across the Darling Downs to regional towns, including Oakey, Chinchilla, Pittsworth, Warwick and Dalby. This year they will celebrate participation of the 10,000th student to attend RYDA on the Darling Downs – an amazing achievement.



Left: Gillian Archer (R), Programme Manager for road safety education programmes for Northland Road Safety Trust receiving her AMI Award from Eve Whitwell (L), AMI Community Engagement Manager
 Right: Katarina Persic (L), Manager, Corporate Affairs, Toyota Australia congratulates Allan Rother (R) who is accepting the award on behalf of his committee



The Sydney Harbour Bridge was one of the many iconic structures that was lit in yellow across Australia to raise awareness during National Road Safety Week and honour the memory of the more than 1,200 lives lost on the nation's roads each year. The shining structures stood as a reminder for all drivers to think about their behaviour every time they get behind the wheel.

THE PROOF IN THE PUDDING

National road safety week is an opportunity to encourage a personal commitment, from each and every member of our community, to reducing death and injury on our roads. RSE is dedicated to its commitment to providing evidence based road safety education that saves lives by development of a road safety culture across the generations – starting with novice drivers and their passengers.

Under the guidance of our Advisory Council, RSE conduct regular and robust program evaluation designed to measure knowledge retention, attitude shift and intended and practiced behaviour change across time. Evaluation and feedback is gathered from students and teachers pre, immediately post and three month post attendance. Looking at intended behaviours, while most came from a reasonably high starting point, we saw some significant shifts, 3 months after RYDA, in students committing to better driving habits, particularly around the following three 'hot' road safety issues - distractions, speed and peer passenger influence.



▲ **30%**

**INCREASE IN THOSE WHO SAID THEY
WOULD NOT USE A MOBILE (EVEN
HANDS-FREE)**



▲ **22%**

**INCREASE IN STUDENTS WHO
WOULD NOT SPEED UP TO GET TO AN
APPOINTMENT ON TIME**



▲ **52%**

**INCREASE IN THOSE WHO WOULD NOT GIVE A
LIFT TO FRIENDS WHO ARE VERY LOUD & HYPER**

question relates to Australian students only



MTAA SUPER FACILITATOR AWARD

Recognises dedicated individuals or groups who commit to continual training and receive great evaluation feedback



Right: MTAA Super's, Manager Superannuation Advice, Alan Thuau presents the Facilitator Award to Michelle Leone. Of her award, Michelle says, "As a facilitator I'm honoured to be part of their learning and I'm very proud of the ever changing sessions and the professionalism of the RSE organisation."



Given their heritage in the motor industry, MTAA Super understand how important it is that young people develop road safety strategies as early in their driving journey as possible.

Key to this development are highly skilled facilitators who can work with students to help them respond positively to challenges on the road, both as drivers and influential passengers. A shining example is this year's recipient of the MTAA Super Facilitator Award, Michelle Leone.

Michelle is an exceptionally skilled and passionate facilitator who has worked with RYDA for many years at various venues in Melbourne.

Since Michelle's first program day back in 2012, she has facilitated at approximately 100 RYDA program days and worked with over 10,000 students.

Michelle has a special talent for communicating with her young audience in a very honest and effective way – drawing their thoughts and experience into the conversation to help them develop personal strategies that will work for them in the real world.

She continually receives outstanding feedback from teachers and students in all of the four RYDA sessions she is trained to deliver.

RSE welcomes a new Chair

We are pleased to announce that Dr Stuart Boland, AM, has accepted the appointment of Chair of the RSE Board.

After a career serving the medical profession, Dr Boland has seen his share of broken bodies as a result of road trauma and says he is "honoured to help lead our organisation in advancing its noble cause".

Among his many career accomplishments, Dr Boland was Chairman of the Medical Board at Mona Vale Hospital, sat on the Council of the Association of Surgeons and the Australian Council of Health Care Standards, spent two years as President of the NSW Branch of the AMA in 1991-1992 and later was the medical representative on the Council of Professions in NSW. He also had 10 years as Chairman of Australia's biggest Medical Indemnity Insurer (AVANT) until he retired in 2014 and since 2011 has taught anatomy at Notre Dame University.

Dr Boland expressed his deep appreciation to Kerry Chikarovski for her years service as RSEs Chair.

Drive so others survive...

Carrying the message beyond Road Safety Week

Every year, RSE embark on an extensive review of the RYDA program which includes Government consultation and a program evaluation and literature review - all under the guidance of our Advisory Council.

This year we released RYDA 4.1 which saw a number of significant updates to the program. A new session, called Drive S.O.S., was developed which increases the discussion around vulnerable road users and introduces strategies to share the road with all road users, from heavy vehicles to pedestrians.

The updated session introduces interactive exercises that engage students and help to achieve the behaviour change objectives of RYDA.

Armed with a better understanding of the special challenges faced by different road users and new strategies to accommodate for the needs and actions of others, students complete the session with a greater motivation to be active citizens who consider our roads a shared space and drive so others survive.

The Drive S.O.S. session replaced the Hazards & Distractions session which shared some common themes. Other critical elements of Hazards & Distractions were moved to the Road Choices session, giving it a tighter focus on the core road safety policing areas of seatbelts, impairment (alcohol, drugs and fatigue), distractions and speeding.

Incorporating the Teacher's Companion booklet which was released last year, RYDA 4.1 has been very well received by teachers and students alike.

IT WAS GREAT COZ WHEN LEARNING TO DRIVE, WE MOSTLY LEARN ABOUT OURSELVES AND FELLOW DRIVERS BUT NOT THE PEDESTRIANS, TRUCK DRIVERS ETC. Student, Mount Alvernia College



Testing peripheral vision: In the Drive S.O.S. session students first test their peripheral vision to detect movement before moving onto an experiment that highlights how details like colour, shape and text come into view as an object moves into focus. The activity sets the scene for a discussion about visibility on the road - how size, speed and position of road users will impact how easily they are seen and how we can develop strategies to make sure we can always see and are always seen.

ROAD CHOICES AND DRIVE S.O.S. WERE REALLY EXCELLENT. THE LESSON IDEAS IN THE MARGINS OF THE TEACHER'S COMPANION WERE GREAT ADDITIONAL IDEAS TO SUPPORT [TEACHERS] - WELL ORGANISED AND EFFECTIVE; I TRULY ENJOYED IT. Teacher St John's College Dubbo

"CONTENT WAS ENGAGING AND RELEVANT TO STUDENTS WITH DEFINITE 'TAKE AWAY' IDEAS. ALSO GREAT TO HAVE INTERACTIVE AND GROUP ACTIVITIES. THE LINKS AND IDEAS IN THE TEACHER'S COMPANION SEEM USEFUL." Teacher, Palmerston North Girls High School

IT REALLY SURPRISED ME. I NOW HAVE MY LEARNERS LICENCE AND I DID NOT KNOW THAT ABOUT PERIPHERAL VISION. IT HELPS TO KNOW THAT AND MAKES ME MORE CONFIDENT ABOUT REDUCING RISKS OF HAVING A CRASH. IT WAS INTERACTIVE AND KEPT US ON TASK AND ENGAGED DURING THE WHOLE SESSION. Student, Feilding High School

We thank our partners for their continued generous support



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Contact Us



Australia

(ABN 17 110 667 706)
10 Julius Avenue
North Ryde NSW 2113
T 1300 127 642
F 1300 321 127
E info@rse.org.au

New Zealand

PO Box 12876, Penrose
Auckland 1642
T 0800 150 180
E info@rse.org.nz