



RSE Newsletter



A yellow spotlight on road safety - on both sides of the Tasman

The Fourth UN Global Road Safety Week (UNRSW) was held from 8-14 May 2017, operating under the theme #SlowDown. The United Nations Global Road Safety Weeks and its' campaigns are coordinated by the United Nations Road Safety Collaboration, chaired by the World Health Organization. This year, well over 400 events took place across 100 countries.

On both sides of the Tasman, Road Safety Education Ltd (RSE) plays a pivotal role as a Principal Partner of National Yellow Ribbon Road Safety alliances helping raise awareness, especially during UNRSW.

This year, the partners continued to engage with government and institutions to raise awareness of this critical issue through symbolism – the yellow ribbon and the lighting of iconic buildings and structures throughout each country.

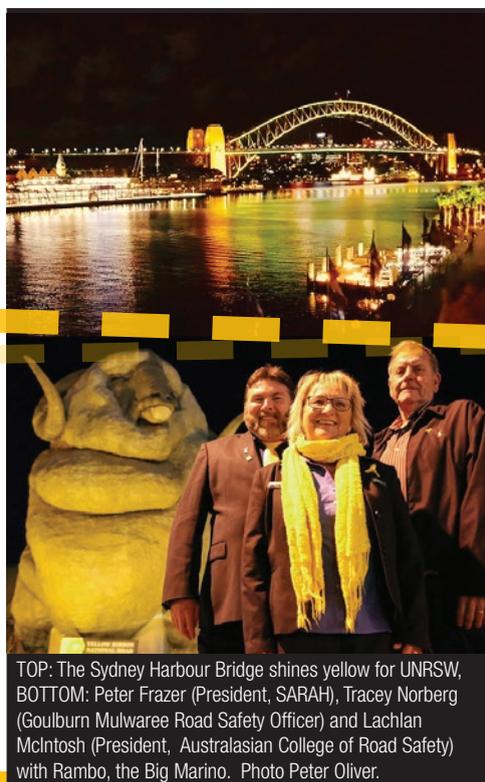
The Western Pacific regional launch of UNRSW was hosted by Australian Federal Minister for Infrastructure & Transport Darren Chester and presided over by Australia's Governor-General Sir Peter Cosgrove. The event, held at the Sydney Opera House, concluded with the lighting

of Sydney Harbour Bridge in yellow. The bridge shone yellow for the duration of the week, along with a number of other well known structures around the country, including Melbourne Town Hall, Bolte Bridge (Vic), Gateway Bridge (Qld), Perth's Parliament House and even Rambo, The Big Merino in Goulburn to name just a few.

The partners received letters of support from the Australian Governor-General and Prime Ministers and a number of other key Government figures.

In addition to its work through the alliances, the RSE team was busy raising awareness through activities with students attending the RYDA program across Australia and New Zealand.

During the week, RSE also welcomed a new Ambassador, actor Andrew Morley and celebrated the 500,000th student to attend RYDA at special events held in Penrith (NSW) and Auckland West (NZ). Helping us celebrate in Sydney were a number of VIPs, including the Hon Melinda Pavey, NSW Minister for Roads, Maritime & Freight.



TOP: The Sydney Harbour Bridge shines yellow for UNRSW, BOTTOM: Peter Frazer (President, SARAH), Tracey Norberg (Goulburn Mulwaree Road Safety Officer) and Lachlan McIntosh (President, Australasian College of Road Safety) with Rambo, the Big Marino. Photo Peter Oliver.

National Road Safety Week provided a valuable opportunity to shine a spotlight on a critical world health issue but the work is not over when the week ends - ongoing education is key. RSE and its partners will continue in their mission providing evidence-based road safety education that saves lives by supporting the development of a road safety culture across the generations.

It's time to take the road toll personally

As the road toll increased last year, most news articles on the issue lead with the statistics: in Australia we lost 264 young lives (an increase of almost 17% on the previous year) and in New Zealand, 81 young people between the ages of 15-24 lost their lives on the road (up over 31% on the 2014 figures).

The road toll statistics are appalling and yet they fail to convey the enormity of the loss.

A focus for Governments and organisations like RSE is to help people see past the numbers, which are often meaningless to individuals who have not been personally impacted by road trauma. Speaking at a recent road safety week planning meeting, The Hon Darren Chester MP, Commonwealth Minister for Infrastructure and Transport said, "We need to re-double our efforts to make the issue of road trauma more personal to people... to encourage Australians to make

their own personal commitment to their own safety, to the safety of the people who are passengers in their vehicles and the safety of other road users."

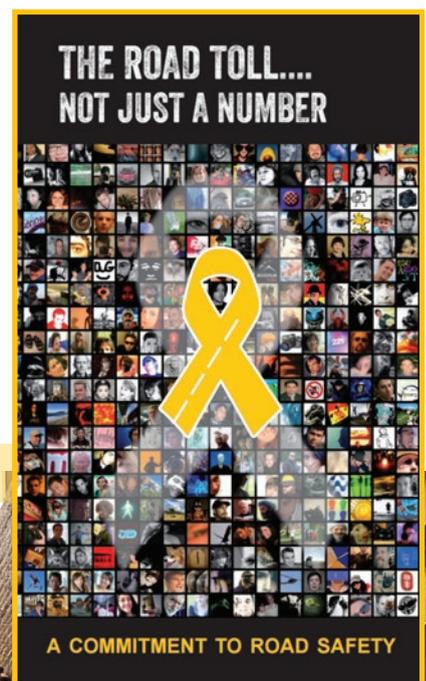
The RYDA program speaks to hundreds of young people every day. So RSE was in a unique position, during Road Safety Week, to ask our students to help us put the number of deaths last year into perspective.

In Australia and New Zealand, students took part in giant group photos where they held 264 and 81 (respectively) #SlowDown signs to represent each young life lost. The photos were a sobering reminder of just what those numbers mean in human terms.

During the week, we also handed out yellow ribbon pins to all RYDA participants - students, teachers, facilitators and volunteers, along with the broader community, including the staff and family of our corporate partners. The card

accompanying the pins asked participants to wear the ribbon as a symbol of their commitment to road safety and in memory of those lives lost or forever changed due to road trauma - a challenge that was embraced by all.

Working with crash survivors, families of lost sons and daughters and the police who attend crashes, we at RSE are acutely aware that we can never lose perspective and we encourage every driver and every passenger to take the road toll personally.



RSE's new Ambassador, Andrew Morley (front left) with Stephen Shield, BOC Operations Manager, Preston (front right), volunteers from the Rotary Clubs of Emerald & District, Wandin and Upper Yarra and students from Emerald Secondary and Upper Yarra Secondary Colleges



That's when good neighbours become good friends

Coinciding with UNRSW, RSE announced an exciting new partnership with actor and philanthropist, Andrew Morley to help promote the RYDA road safety education program and its critical messages.

The popular actor who is currently starring on Australia's longest running drama series, Neighbours, has signed on to become an official ambassador for the RYDA program and will also work with the organisation to promote community awareness.

"We all have a responsibility when we are on the roads, and I have an added responsibility to be a role model for my supporters as they are often the most vulnerable", Andrew said.

He added, "RYDA is important because it helps balance driving skills with the skills of critical thinking and planning as well as giving both drivers and passengers an appreciation for road safety."

Andrew comes to RSE with a unique perspective; he's a volunteer fire fighter who has attended many crash scenes and he's also the survivor of a serious crash that occurred when he was a novice driver.

"At the age of 18, when I was driving to work, I fell asleep behind the wheel. I was quite tired after a party the night before and as a result had a micro sleep minutes after setting cruise control on the freeway. I got startled by the rumble strip on the side of the road and panicked, over correcting and losing control of the vehicle, sliding sideways towards oncoming traffic before flipping onto my roof on the medium strip", he said.



He added, "Being a volunteer fire fighter since I was 15, I have come across a fair share of crashes on the roads. Some were clearly speed related, but also as a result of distractions or animals on the road or bad weather conditions."

RSE's CEO/Managing Director, Terry Birss said, "We were looking to partner with an Ambassador who could not only relate to our young audience, but who also had a genuine motivation to make a real difference in this area."

He continued, "after reading about Andrew's experience and his philanthropic character, he was the first person on our list. And after meeting with Andrew, we are thrilled to welcome him as an Ambassador."

Students at our Lilydale (Vic) program were in for a surprise when Andrew turned up to see the program for himself and support RSE's efforts in raising awareness during road safety week.

He started by addressing the students, sharing the story of his crash, adding "I'm grateful to be here today, I'm grateful to share a bit of my knowledge and be Ambassador for such a brilliant cause. You guys have such a responsibility ahead of you and I want you to take it seriously. I look forward to chatting with you later on as I pop in and see some of the course for myself."

Andrew then attended a number of the sessions. He even took part in some of the role plays, giving excited students an opportunity to show off their acting chops alongside a professional.

We are excited that Andrew has decided to lend his talents and enthusiasm to RYDA and road safety.

Andrew joins RSE's first Ambassador, Peter Frazer, President of Safer Australian Roads and Highways (SARAH). Both Ambassadors come to RSE with deeply personal and relevant stories, strong connections to key audiences and a drive to make our roads a safer place. We thank them for their commitment.



Pictured front row (L-R) RSE Foundation Vice Patron, Geoffrey McIntosh; Bridgestone's Tom Pitman; BOC's Peter Simpson; SARAH Group's Judy & Peter Frazer; Rotary's Stephen Humphreys, RSE CEO/MD, Terry Birss; Minister Melinda Pavey and Cr John Thain



RYDA celebrates student number

A message from the CEO/MD, Terry Birss

When the RYDA program was initiated in March 2001, Australia had just reported an annual road toll of 1,817 deaths, including 487 young people aged 17-25. When the program headed across the ditch in 2007, the New Zealand road toll stood at 421, which included 132 young people aged 15-24.

Last year, the Australian road toll was 1,300 (with 264 from the youth age group). While these statistics show a 28% decrease in the overall road toll in that time, they importantly show an encouraging 46% decrease in the 17-25 age group.

It is a similar story in New Zealand where we see a 22% decrease on the overall toll and a 39% decrease in the 15-24 age group since RYDA commenced in that country.

We believe that these statistics provide additional evidence that the Graduated Licensing Scheme (GLS) for novice drivers and an increased focus on youth driver education through programs such as RYDA is certainly having a very significant impact in helping to save young lives on our roads.

While the spotlight of UNRSW was on the challenge ahead to reduce the still

unacceptable road toll, we must also recognise and support those initiatives that are already making a real difference.

On Wednesday, 10 May, RSE celebrated the huge milestone of having reached half a million students across Australia and

doing to protect and support our kids and keep them safe into the future". She emphasised the importance of road safety education, acknowledging that a school education is "not just about numeracy and literacy".



Toongabbie Christian School Teacher Julie Lamplough and student number 500,000, Jayden McEwen with Minister Pavey & RSE Ambassador, Peter Frazer

Addressing the students from Toongabbie Christian School, Minister Pavey said, "We know that the most dangerous time in a young driver's life is when you get your P Plates so we have to give you all the support and help that we can. So this is a very precious day. Since this program began we have [seen the road toll] reduce by almost 50% and I genuinely thank everyone involved in making this [program] work."

New Zealand through the RYDA program. Celebrations were held in both countries where students and special guests were invited to mark the occasion while taking part in a number of activities in support of UNRSW.

Speaking at our event in Penrith (NSW), The Hon Melinda Pavey, Minister for Roads, Maritime and Freight thanked RSE for the "incredible work [they] are

The Minister singled out RSE's Community Partner Rotary and Founding Partner, BOC for praise. "What would we do without the work Rotary does in our communities? It is quite profound", she said.

Continuing, Minister Pavey acknowledged the role of BOC and other corporate partners, Toyota Australia, Bosch and Bridgestone, "I don't think you've got enough credit, BOC as a wonderful

corporate citizen; to be putting millions into this and to learn just now that you had that hands free policy for ten years in your vehicles. [It is] something that should be replicated.”

Finally, the Minister thanked Peter and Judy Frazer who “from such tragedy [have] given so much so that others don’t have to go through what [they] are going through.”

Next to address the students was Cr. John Thain (Penrith City Mayor) who welcomed the audience to Penrith, remarking, “what a milestone - half a million young people from right across the country have now been through this positive and engaging program.”

Also speaking at the event were, Stephen Humphreys (Governor, Rotary District 9675), Peter Simpson (Head of Deliver, South Pacific, BOC Limited (RSE’s Founding Partner)) and Peter Frazer (RSE Ambassador and President, Safer Australian Roads & Highways).

With speeches complete, all that was left was to welcome to the stage, student



Rotary District Governor Stephen Humphreys represents the countless Rotary volunteers and their Clubs from across Australia & New Zealand

As a special end to a significant celebration, the Sydney event concluded with students (adorned in bright yellow ribbon hats, donated by Bridgestone) helping to form a giant yellow ribbon which was strung across the crowd.

As we celebrate an important milestone in youth road safety education, on behalf of the Board of RSE, I thank our partners, our Advisory Council of leading road safety researchers, the countless people and organisations who help bring RYDA’s life-saving messages to students across Australia & New Zealand - and I thank our staff, a small, competent and dedicated team who engage each year, with hundreds of volunteers, 50,000 students from hundreds of schools in thousands of RYDA workshops.

Simply, there are young people alive and well today who would not be, but for RYDA, but for this support - especially our supporters since the beginning - Rotary, the Police and our Founding Sponsor BOC. Our support comes from many sectors of society, including governments and our official supporters, Partners NZ Steel, Toyota Australia, Bosch and Bridgestone.

number 500,000, Jayden McEwen and his teacher, Julie Lamplough. Representing the half million students that had come before him and his classmates there on the day, Jayden acknowledged the RYDA program as a great learning experience.

Meanwhile, over in New Zealand, Rutherford College were also presented with a certificate to mark their participation on the auspicious occasion.



Making the pledge

Not to let the 500,000th student celebrations eclipse the important messages of UNRSW, we asked students and guests in Australia and New Zealand to embrace the yellow ribbon and commit to the UN’s pledge to ‘save lives and #slowdown’. Everyone involved enthusiastically committed to the cause.



(Left) A student from Rutherford College finds a new accessory; (Centre Top) RSE CEO/MD Terry Birss with NSW Centre for Road Safety, Director for Safe Systems, Melvin Eveleigh; (Centre Middle) Speed & Stopping crash dummy holds the pledges of Awatapu College students; (Centre Bottom) NSW’s boys in blue make their pledge; (Right) Students from Toongabbie Christian College make a commitment

RSE partners embrace Global Road Safety Week

There's an old African proverb that roughly translates to 'it takes a village to raise a child'. This is certainly true of road safety education.

Road safety education doesn't happen in isolation but occurs across time through parental modelling, government messaging and school interventions.

RYDA is an essential platform for young drivers and their passengers, coming at just the right time. It teaches passengers how to contribute positively to the car's environment and speak up if they are uncomfortable. It teaches drivers how to manage distractions, gives them an understanding and acceptance of the rules, helps them plan their journey and gives them strategies to avoid risk. Importantly, RYDA motivates young people to make good choices just as they find themselves enjoying a little more freedom and making more decisions on their own, laying the foundations for safe road use throughout their lives.

Just as a holistic road safety education approach involves many hands, so too, does the RYDA Program. It takes a village to deliver a quality, benchmarked program that truly makes a difference.

The RSE village is a rich one, made up of Governments across Australia and New Zealand; Rotary Clubs and their many hundreds of volunteers; an Advisory Council of road safety experts from across the globe; Police; local councils; teachers, students, parents and schools who prioritise the safety of their students and crucially, corporate partners, without whom, RYDA would not be possible. Without the support our socially responsible and generous corporate partners, BOC, NZ Steel, Toyota Australia, Bosch and Bridgestone, the government would be left with an expensive and difficult vacuum to fill.

We thank every member of the RSE village for their tireless efforts to provide essential life skills to young people as they embark on one of the riskiest activities they will ever do.



Each of our corporate partners demonstrate their commitment to road safety through support of the RYDA Program however they also have a safety culture that cares for their employees, customers, suppliers and the broader community.

This was never more evident than during UNRSW. Our corporate partners embraced the theme and spirit of the week, asking their staff to join RSE on the last day of UNRSW by posting 'safie's' promoting the theme and pledging a commitment long beyond the confines of the annual road safety week.

Staff from all four corporate partners enthusiastically got involved by wearing Yellow Ribbon pins, waving our Save Lives #SlowDown signs and pledging their support for road safety.

Further, the team from Bridgestone put their creative hats on and developed a clever campaign that will be played on network television in the coming months. The campaign, supported by a poster display was designed to draw attention to the rising youth road toll and promote the RYDA Program.

The enthusiasm of our partners during UNRSW was a reminder that good corporate companies are more than just business, they are made up of passionate individuals who care about their community.

The full 'safie' gallery and Bridgestone video can be viewed at: rse.org.au/UNRSW



Protecting the vulnerable

Coinciding with UNRSW, QUT's Centre for Accident Research & Road Safety – Queensland (CARRS-Q) launched a Queensland-wide initiative "Watch your Pace when Sharing Space" at a community event on 12 May 2017.

The CARRS-Q campaign aims to educate people about the vulnerability of pedestrians and cyclists involved in collisions with cars at relatively low speeds. In urban areas a shift in lifestyles means different road users are more likely to be sharing space, and as such conflicts between vulnerable road users such as cyclists and pedestrians and vehicles are becoming more common.

RSE was pleased to take part in the event, which was also supported by RACQ, Kidsafe, Queensland Ambulance Service, Queensland Police, Altus Traffic and the SARAH group.

Creating a school safety culture

RSE's unique relationship with schools placed us well to promote the UNRSW messages and invite participation from students and teachers at a school level. In the lead up to UNRSW, RSE sent a campaign to all RYDA schools informing them of the significance of the week and outlining a number of activities they could get involved with to help further build on their schools road safety culture. We directed them to the UN website where students could make an online pledge, sent links to downloadable signboards for social media posts, encouraged allocating a mufti 'yellow' day for students and created a Facebook meme promoting the school's commitment to road safety.



RYDA is not just a one day commitment for RSE. Long after students have boarded their buses home, we continue to provide information and support to help our teachers build on the messages and motivation created on the day to make a safer school community for all.

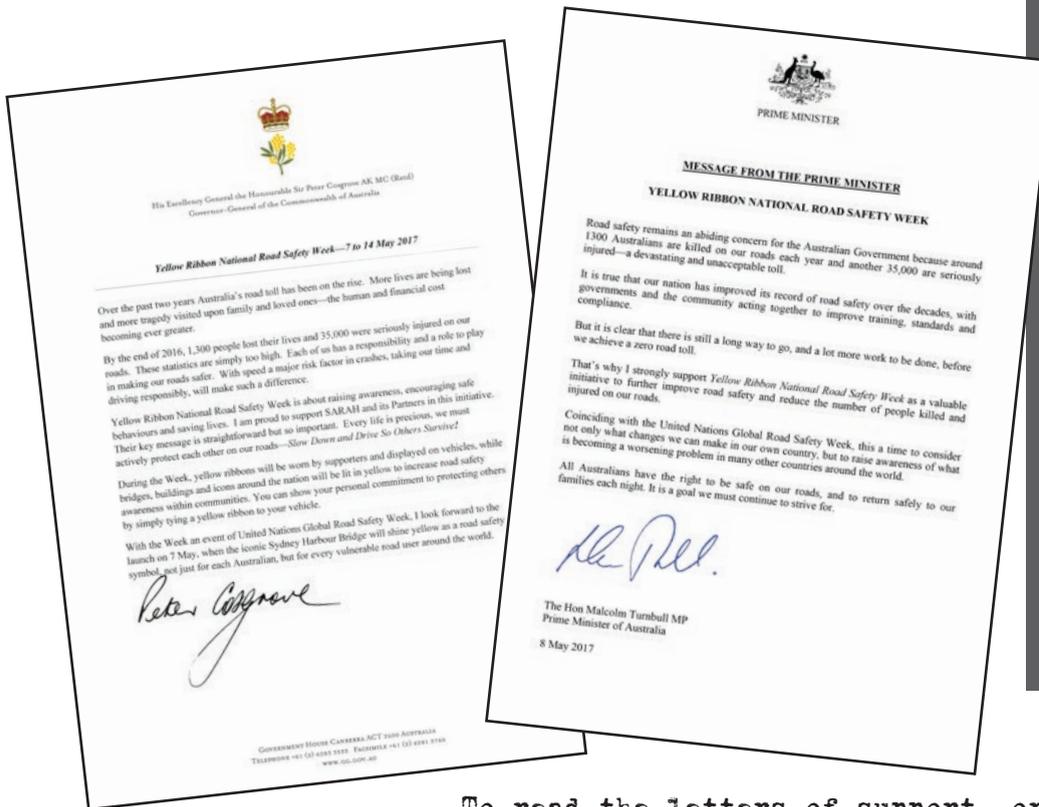
Working together for a safer future

The United Nations Global Road Safety Week and Yellow Ribbon National Road Safety Week was a prime example of governments, community groups, businesses and individuals coming together for a common goal - to reduce an unacceptably high road toll towards zero. The week is over, but the goal remains.

In his letter of support of the Yellow Ribbon National Road Safety Week, Governor General Sir Peter Cosgrove said, "[The] statistics are simply too high. Each of us has a responsibility and a role to play in making our roads safer".

Adding his personal support, Prime Minister, the Hon Malcolm Turnbull reminded us that, "All Australians have the right to be safe on our roads, and to return safely to our families each night. It is a goal we must continue to strive for."

UNRSW 2017 has been a significant step towards raising awareness of, and gaining a commitment to, road safety. Our vision of zero road deaths can only be achieved led from the highest offices of Government and embraced by every individual.



To read the letters of support, or find out more about our activities during UNRSW, visit rse.org.au/UNRSW

RSE is a significant participant in Yellow Ribbon Road Safety Week alliances in Australia and New Zealand. We acknowledge and thank our partners.

The Principal Partners of National Road Safety Week in Australia:

- Australian Automobile Association
- Altus Traffic Australia
- Road Safety Education Limited
- Safer Australian Roads and Highways (SARAH)

The National Coordinating Committee consists of representatives from each State motoring organisation, and the Commonwealth, State & Territory governments.

The members of the Yellow Ribbon Road Safety Alliance in New Zealand:

- BOC NZ
- Bosch NZ
- Brake, the road safety charity
- Bridgestone NZ
- Fulton Hogan Limited
- New Zealand Steel
- Proactive Youth Driver Education Trust
- Road Safety Education Limited
- Rotary NZ District

We thank our partners for their continued generous support



Rotary Clubs in Australia (ACT, NSW, QLD, SA, TAS, VIC & WA) & New Zealand

In Australia & New Zealand

Founding Partner



In Australia



In New Zealand

Co-Founding Partner



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