



Rotary Clubs fostering Youth Driver Awareness

Newsletter

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SUMMER EDITION 2009



Rotary in NSW, QLD, SA & TAS
Approved project of Districts
9680, 9690, 9700, 9830
Participating Districts
9750, 9630, 9710, 9650, 9500,
9520, 9570, 9470 in WA



Message from the Chair

(Terry Birss)

This, our first Newsletter of the year sees our management team rested and ready to face the challenges of 2009. And they are real with newspaper articles and editorials over the holiday period once again headlining the behaviour of P-platers and the devastating affect road crashes have on not only their lives but others road users as well.

Further restrictions on P-platers have been ventilated in the press - this time confiscation of the 'offending vehicle' for cases of persistent speed limit breaches. The affect on a family in such case could have far reaching economic and social consequences. Indeed consequences were foreseen with the already introduced limit on P-plater passenger numbers in the light of the 'get home safely' nominated driver strategy.

Happily RYDA's role as an educator comes without these types of downsides. But as educators know, education does not have the quick turn-around result that a new law can bring. RYDA's aim in rolling out across all States, its road safety education program is to develop amongst our youth a generational change: a change in behaviour arising from an increased awareness of risk and societal responsibility.

Success will rely on the RYDA Program being integrated into the continuum of all State governments road safety education curricula such that over time, road users can increasingly be confident in the likelihood that the approaching motorist is a RYDA 'graduate' with all of the virtues that participation implies.

Greater participation in the RYDA Program - more schools, more students - will be encouraged with more 'carrots'. Economically it makes sense. What could they be? Well for a start, participation in the RYDA Program should logically be eligible for a credit to the L-plate driver training period.

RYDA - What's Happened

~October-December 2008~

RYDA Committees around Australia finished 2008 with a bang, with Rotarians hosting students at 19 venues across New South Wales, Queensland, South Australia and Tasmania.

In NSW, the three Sydney venues completed their busy years, accommodating almost 5,000 students between them over the period. Norm Miller led his team to complete another successful three week program in the Illawarra, seeing an increase of 41% on their student numbers. Further down the South Coast, a team led by Roger Pearson ran their first program for the Eurobodalla region, complementing the Bega venue.

Country NSW venues had their busiest time of the year in October/November. In District 9650, programs ran in Macksville, Narrabri and Taree, with an inaugural program in Kempsey. In District 9700 programs ran at Bathurst, Orange, Wagga Wagga and Young, with inaugural programs in Leeton and West Wyalong. Congratulations to Ken Patterson and Peter Chivers, two RYDA champions who work tirelessly establishing and supporting RYDA venues in their districts.



Student, Sam Willis (Australia Technical College, Taree) presents Ken Patterson with a Certificate of Appreciation for making the RYDA program available to them.

The team at Launceston, Tasmania enjoyed a 17% increase of students through their two week program at the Symmons Plains International Raceway. Kevin Preece finished the program at Launceston and headed north to the town of Smithton to assist the local Rotary Club in running their first RYDA program.

The Queenslanders capped off their year with a program at their popular Mount Cotton Venue whilst the folks from South Australia hosted the final RYDA program of the year at Gawler.

Sponsor's Corner

Councils around the country support their local RYDA Programs by donating the use of venues and materials. Recently, in Bathurst, Illawarra, Leeton and West Wyalong local Road Safety Officers (RSO) lent their time and expertise, working with Rotary organising committees to ensure their program's success.



In November, the Bathurst program enjoyed the support of Tablelands Area Road Safety, in conjunction with the Bathurst Regional Council who donated the use of Mount Panorama for the third year. Tablelands Area RSO, Iris Dorsett (pictured right with presenters and Rotarians) said, "Road user behaviour is now recognised as the greatest contributing factor in the majority of serious crashes. Council has the unique opportunity to play a leadership and coordinator role in road safety. By the nature of our services, we are in a prime position to influence a wide range of people in our community, including youth. Partnering with Rotary, RYDA provides the perfect opportunity to deliver crucial road safety messages to this important target group."



Big Day Out with RYDA



Sydney is big – it has around 400 high schools and over 42,000 Year 11 students. Making the RYDA Program available to all these schools is obviously a big challenge and requires support from many clubs and Rotarians. Fortunately Sydney also has 160 Rotary Clubs with 4,600 members across three Rotary districts. To help maintain support and to update Rotarians on the RYDA Program, an Open Day was held at The Sydney Tennis Centre in November.

The Open Day gave Rotarians the opportunity to really experience the RYDA Program first hand – they attended various program sessions including stopping distance, safe celebrating and the Police presentation. The event gave those attending a great insight into the vital role played by Rotarians to facilitate delivery of the RYDA road safety education program. Thanks to all who attended – we will continue to build on the good support generated by the event.

RYDA - Off to a Flying Start in 2009!



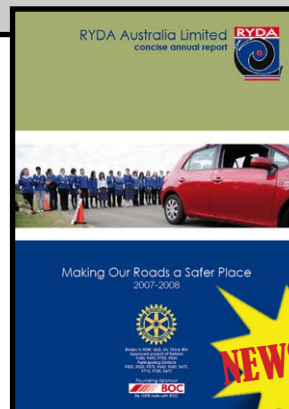
The recently released Annual Report for RYDA Australia confirmed that the RYDA Program is experiencing continued strong growth across Australia with student participation up an amazing 20% over the previous year and the number of RYDA venues doubling over the same period. RYDA is becoming increasingly acknowledged as a highly respected road safety education program for high schools across Australia. We must ensure that every Year 11 student across Australia is given the opportunity to attend this potentially life saving road safety education program.

Of course the challenge is huge – across Australia there are over 175,000 Year 11 students in around 1,600 high schools. However the need for RYDA continues to be highlighted with constant reports of young people being killed and injured on our roads – often in situations that could possibly have been avoided if they had an "attitude and awareness" towards road safety that is provided through the RYDA program.

In areas where RYDA is well established, we now have participation from around 80% of all Year 11 students. It is our challenge and responsibility to give all students across Australia the same opportunity to attend the RYDA road safety education program. The key to achieving this goal is Rotary. Rotary is a unique organisation with the resources to facilitate the delivery of the RYDA message to young people in our local communities in all states of Australia.

We will soon be celebrating the attendance of the 100,000th student to participate in the RYDA Program – this is an outstanding achievement and represents a major contribution to road safety education of young adults in our community. A lot has already been achieved however the need is certainly ongoing – only with your continued support can we work together to make our roads a safer place through the RYDA Program.

Greg Rappo - Director of Program Development



RYDA's 2007/08 Annual Report is now available at www.ryda.org.au



RYDA Gaining Momentum in the Sunshine State



2009 sees the RYDA program gain great momentum in Queensland. RYDA will now run at two venues in Brisbane – Mt Cotton Driver Training Centre for schools on the

south side of the Brisbane River and the Brisbane Entertainment Centre for schools on the north.

Mackay is following their successful two days of RYDA in 2008 with what should be a full five program days in September 2009. RYDA is also scheduled to run for the first time in Bundaberg, Ipswich, Hervey Bay/Maryborough, Sunshine Coast and Airlie Beach in North Queensland.

Rotarians across four Districts in Queensland (and northern NSW) will get to hear about the RYDA program first hand at their 2009 District Conferences. RYDA will have a House of Friendship stand at each District Conference to provide further information for Rotary in Queensland to help our young people be better people on the roads - not a road crash fatality.

Michael Cullen - State Manager - Operations (Qld)

RYDA Gets a New Set of Wheels

Giving young people in remote areas of Australia access to the RYDA Program does present some special challenges – schools are often relatively small and travel times to major regional centres can be a problem. So District 9700 RYDA Chair Peter Chivers from Cowra in NSW developed a mobile unit that literally takes RYDA to the students. Peter arranged construction of a specially designed trailer that can transport all the required RYDA support material including traffic cones, speed signs and other

display material – making it easier to facilitate the RYDA Program in more isolated country towns.

Recently students from West Wyalong in southern NSW were the first group given the opportunity to attend a RYDA Program, brought into town in a “little blue trailer” affectionately known as the LBT. The day was great success due to the special efforts of members from the local Rotary Club with great support from Michele Carnegie and other staff from the Bland Shire Council.

Peter said availability of the mobile unit was a sig-

nificant step to ensure that every Year 11 student, no matter where they live, has the opportunity to attend the RYDA road safety program. He added that young people living in rural areas generally do not have access to public transport like city kids so they are often quick to get their L's and P's – making the RYDA Program even more important in remote areas.



Above: Bathurst Coordinators, Andrew Dunshae & Brian Burke with Peter Chivers and his “LBT” while students take part in the Stopping Distances Session (behind).

Below: Students from West Wyalong on the LBT's inaugural journey.



Spotlight on...

~Kevin Preece~

District 9830 (Tas) RYDA Chair



Kevin retired in 2000 after a very successful career in the Trustee Company industry. He now works part time from home for The Public Guardian as well as having a roles as Company Director and holding Board positions on a number of community based organisations.

Kevin joined Rotary in 1985 and has held a number of board positions with his Club (Sth Launceston), including President. In 2006, then DG Lou Johnson approached Kevin to undertake a project at District level and gave him three programs to consider. After careful consideration, Kevin decided he liked the sound of the RYDA program and with the knowledge of how important road safety is to young people made the choice to take on the role of District Chair.

Kevin says, “This has been my most rewarding experience in Rotary. I have absolutely no regrets about the choice I made to be involved in RYDA. It has been embraced across our District by all clubs - the student participation continues to grow and the participation of Rotarians is outstanding. We all take the view that if our message saves one life a year, then we are fully rewarded for our efforts”.

Fostering Safety on Our Roads – the BOC Way

Peter Simpson, BOC's Regional Distribution Manager & Sponsor of the Driver Safety Program



BOC Staff at the Annual Driver Safety BBQ

100% safety, 100% of the time – that's the internal safety culture BOC actively promotes

to all employees. That's why the company has instituted driver training, an innovative ongoing recognition program and a continuous safe driver awareness program.

All new employees, who are required to drive for work purposes, undertake classroom training as part of their induction. Professional trainers observe each participant driving a car and offer tailored feedback to improve driving skills.

To encourage ongoing safe driving, BOC offers monetary rewards through a voluntary recognition program. To qualify for a bronze, silver or gold membership participants are required to provide their driving records from their state government transport authority. Depending on the length of their incident-free record they are admitted at a different level. For five years safe driving, gold members receive a plaque, certificate and \$500 voucher. Many employees donate the cash equivalent to the RYDA program.

BOC also has an active continuous safe driver awareness program. Employees meet bi-monthly as part of the Regional Driver Working Group, where they brainstorm ways to keep driver safety at the forefront of the minds of all BOC staff.

Recently, employees were given a 'driver safety checklist' bookmark for use in their street directories. This focused on route planning and basic maintenance checks that should be completed before all driving, not just when setting out on holidays.

The group also hosts an annual Driver Safety BBQ where employees are invited to visit various information booths including a RYDA booth, see car safety kits demonstrated and protective wear on display. A highlight is a remote control car game designed to simulate the effect of using a mobile phone whilst driving. This game reinforces BOC's mobile phone policy - using a phone whilst driving, even on hands free, may lead to termination of employment. Attendees also complete a Driver Safety Quiz when visiting booths to win prizes and increase their general safety awareness.

Finally, all staff are offered a complimentary check of tyres, wipers and lights each winter. To keep these programs running BOC have a driver safety trainer dedicated to each state.

RYDA Calendar
~January-March 2009~

February

NSW: Cowra, Homebush,
Leeton, St Ives, Young
WA: Perth

March

NSW: Central Coast, Dubbo,
Homebush, St Ives

RYDA - What's Happening

~January-March 2009~

Students around the country return to school at the end of January/beginning of February and RYDA is wasting no time, kicking off its first program of the year on 10 February at St Ives, NSW.

Also planning an early start to the year, Rotarians from District 9700 are busy putting the final touches on their programs, scheduled to run in Cowra, Leeton and Young (NSW) during the last week of February.

Students from Young High School enjoy a rare opportunity to look under the bonnet of a Patrol car at last year's RYDA program



Rod Style will continue his efforts to make the program available to Perth students, starting his RYDA year on 24 February 2009.

March will see the team from Dubbo hold their annual program over three days at the Dubbo Showgrounds. Congratulations to Sandy Dunshae and Judy Jakins, who have established and maintained to program in Dubbo for six years.

Rotarians on the Central Coast are busy planning their three week program to be held in March. Back in metropolitan, Sydney, the Homebush and St Ives venues will see a steady stream of students through their doors as they operate on almost every school day of the month, catering for the high demand for the RYDA Program in their areas.

For information about RYDA,
please see www.ryda.org.au
or contact 1300 127 642 or info@ryda.org.au.

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