



# Rotary Clubs fostering Youth Driver Awareness

Welcome to the latest edition of the RYDA Newsletter - we hope that you enjoy reading our quarterly update on events and developments with the RYDA road safety education program.



## Newsletter

Summer Edition, December 2011

### A Year in Review

**Message from Terry Birss** (CEO/Managing Director, RYDA Australia; Deputy Chair, RYDA New Zealand)

2011 has been a stand-out year commencing with the 10 Year Gala Anniversary Dinner celebrating the RYDA Program. Gathered together with our supporters, this event demonstrated the importance of working together as a community to address the tragedy of youth road trauma, and how much can be achieved.

As the year closes on 10 years of RYDA, I take this opportunity to reflect on some of our achievements:

- Over 200,000 students in Australia and 20,000 in New Zealand hearing the potentially lifesaving messages of the RYDA Program. In 2011 alone, over 43,000 students in Australia and 6,000 in New Zealand attended RYDA.
- The RYDA Program is now in every Australian State and the Australian Capital Territory across 63 venues plus 13 venues across New Zealand.
- The development and implementation of a forward thinking, evidence based road safety program making a difference to the lives of our young people; empowering them to make good choices.
- Providing robust Facilitator Training Program to ensure our Facilitators are of a high standard and competently delivering the RYDA Program.
- The establishment of the RYDA Foundation in Australia with founding donor, Kmart Tyre & Auto Service to help secure the financial future of RYDA.



- Opportunity to work closely with leading Australian Corporations to make the roads a safer place through their financial and in kind support. We acknowledge:
  - o BOC
  - o NZ Steel
  - o Kmart Tyre & Auto Service
  - o Toyota
  - o Suncorp Insurance
  - o Laing O'Rourke
  - o NRMA Motoring + Services
- The opportunity to observe thousands of Rotarians demonstrating "Service above Self" within their local community by supporting their local school students at RYDA events.

Even this thumbnail sketch of the highlights of the last 10 years shows just how much has been achieved. But clearly there is still much to be done with new young drivers coming onto our roads every day. RYDA will continue to rise to the challenge of creating supportive communities for our novice drivers and their passengers.

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Rotary Clubs in Australia (ACT, NSW, Qld, SA, Tas, Vic & WA) & New Zealand

## A Speedy Change of Attitude

RYDA is committed to continuous improvement. Accordingly, the RYDA Program undergoes regular review and evaluation. An important part of this process is to report on how the RYDA Program is received by students and what they take away from their RYDA experience.

High school students do not live in a vacuum and therefore already have a reasonable level of understanding concerning road safety. This can be attributed to the social marketing campaigns conducted by governments, early school education programs and the introduction of the Graduated Licensing Scheme which demands greater rigour in attaining a learner's permit. It is worth noting that over half of all students surveyed had some form of licence which would require a degree of understanding of road safety.

Improving knowledge is important, but it is the application of that knowledge which will keep young people safe. The evaluation sought to measure this shift in attitude regarding the key messages found in the RYDA Program. We will be reporting on the data over the course of the next few newsletters and how it relates to the key issues regarding youth road trauma.

### *Speed....*

Young people continue to be over represented in crash data. One of the major contributing factors is speed. It is therefore noteworthy that in an analysis of the RYDA Program there is a **significant shift** in student's attitude regarding speed from pre to post workshop.

When asked if it is "OK to travel 5 kilometres above the posted speed limit", before the RYDA Program, only 36% of students reported that they strongly disagreed with this statement. Most reported that they thought you shouldn't speed but that they were not too concerned. Yet on completing the RYDA Program, this number **almost doubled** to 68% of students strongly disagreeing with this statement. This is clearly a shift in the right direction. These figures demonstrate that as a result of attending the RYDA Program, **students better understand the consequences of speed** and accordingly report emphatically that it is no longer OK to travel even a small amount over the speed limit".

**What a great take home message.**

with the help of RYDA's crash dummy, students see first hand the difference travelling a small amount over the speed limit can make





## **Suncorp Insurance \$5,000 Road Safety Competition**

We are pleased to announce that St Paul's School, Bald Hill Queensland, have won \$5,000 in Road Safety funding for their school in a competition generously funded by Suncorp Insurance. The competition was open to schools in Brisbane and Gold Coast who took the initiative to book in early to attend RYDA in 2012. Suncorp will present St Paul's with a cheque for \$5,000 to be spent on any road safety initiative when they attend RYDA in April 2012. Congratulations St Paul's and a big thanks to Suncorp Insurance for their continued commitment to making Queensland's roads a safer place.

## **RYDA Helps Nelson Achieve World Health Organisation Safe Community Status**

The region of Nelson in New Zealand has become the 250th region in the world to achieve World Health Organisation safe community status.

Nelson and Tasman agencies including the police and the region's two councils have been working together to improve community safety since 2008.

The region's Safe at the Top initiative impressed visiting WHO reviewers during a tour in July.

Agencies are working on seven key areas: family violence, alcohol-related harm, road safety, workplace safety, home safety, racism and outdoor safety.

As part of their dedication to road safety, the Rotary Club of Nelson West introduced the RYDA program to local high school students. The program was a great success and, along with the communities many other initiatives helped the region achieve their goal of International Safe Community Accreditation.

The community has to reapply for accreditation in five years and are hoping to see a big reduction in the region's crash rate, hospital emergency department admissions, alcohol-related harm and ACC claims in that time.

## **The Season of Giving**

NZ Steel take their role as RYDA NZ's co-principal sponsor very seriously.

While attending a recent program, NZ Steel noted that a number of sessions required laptops. It was not long after RYDA NZ was contacted by NZ Steel with the offering of three laptops to be used as needed within the organisation. This is one of many initiatives that NZ Steel have developed to assist in the growth of RYDA in New Zealand.



## **BOC We Say Thank You**

A Member of The Linde Group

One must admire the trust and vision of BOC when in 2004 they chose to fund an enthusiastic, albeit small, not for profit organisation with grand plans to tackle youth road trauma. BOC embraced this grand plan and encouraged RYDA to move into areas around Australia and New Zealand. Up until 2004, approximately 14,000 students across two venues in Australia had attended the RYDA Program. Now, at the end of 2011, over 220,000 students have attended the Program across more than 75 venues in Australia and New Zealand.

BOC have been there with RYDA every step of the way; whether it be stuffing folders as we did in the early days; by providing office space; or continuing to help guide students between the six sessions at a RYDA Program day. It is pleasing to note that BOC staff are still attending RYDA Program days regularly, now some seven years later.

BOC often state that there are great synergies between their commitment to safety and the RYDA Program. That's very true, but there is more to the relationship and their support than just that. BOC's commitment to RYDA, is at its heart, a response from an organisation made up of great people who want to make a difference by helping ensure that more young Australians have access to potentially life-saving road safety messages. Why else would they provide such hands-on support?

RYDA and BOC, together with our other corporate and community partners are delivering on the vision of 2004 and we thank BOC for their trust that we would deliver. The future is looking very bright.

## Toyota's Big Plans with RYDA

We are pleased to announce the expansion of Toyota Community Spirit's sponsorship with RYDA to deliver on some very exciting areas of growth and development.

This important partnership focuses on introducing the RYDA Program into Victorian Secondary schools in a sustained manner, commencing as early as 2012. In addition, through the support of Toyota, RYDA will develop a greater communications presence, to become the leading voice in youth road trauma. This ongoing partnership will also see RYDA's research and evidence base develop further to better inform Program changes and the broader youth and road safety community. This will be aided by the soon to be established National Advisory Committee which consists of highly experienced researchers and practitioners in regards to road safety, education and youth.



### RYDA Australia Board Appointment

We are pleased to welcome new member, Dr Ronald (Keith) Barton to the RYDA Australia Board. Keith has had extensive board experience with a number of public companies as a non-executive director of Colonial Ltd., F.H.Faulding, Goodman Fielder (Chairman), Citect Ltd., Keycorp Ltd., Tower Ltd (Chairman), Coles Group and Amcor Ltd.

Keith Barton graduated with degrees in Chemical Engineering from the University of New South Wales. He retired from full-time employment in 1999 after a career in manufacturing in Australia and the USA working for companies such as BHP, CSR (Executive Director) and James Hardie Industries (CEO and Managing Director).

He is currently a Non-Executive Director of Air Liquide (Australasia) Ltd. and Vision Australia Limited. Keith will bring a valuable strategic perspective to the RYDA Board and is a very welcomed addition to the RYDA team.

## Contacting RYDA


If you are interested in booking your school to attend a RYDA Program, establishing a venue in your town or seeking any further information on the Program, please contact RYDA at:

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*in Australia & New Zealand*



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*in New Zealand*



*The RYDA Foundation*

