

# 2011

## QUEENSLAND ROAD SAFETY AWARDS AND COMMUNITY ENGAGEMENT WORKSHOP

Friday 14 October 2011  
Parliament House, Brisbane  
Workshop Program  
and Speaker Biographies



# Welcome

On behalf of the Centre for Accident Research and Road Safety – Queensland (CARRS-Q), I would like to welcome you to the Queensland Road Safety Awards Community Engagement Workshop, an event which has evolved out of the highly successful Queensland Road Safety Awards initiative.

This workshop has been designed to provide community groups with practical advice, and a range of strategies, to enhance the effectiveness and relevance of their road safety efforts. We hope you will benefit from this opportunity to share information, build partnerships with one another and identify new approaches for improving road safety.

I would like to thank our event sponsors, the RACQ, Queensland Department of Transport and Main Roads, the Queensland Police Service and Leighton Contractors Pty Ltd for their assistance and support in developing and hosting this event. Partner organisations like these are vital in creating and implementing events that promote a more collaborative approach to the road safety problem.

I hope that you find this event to be relevant to you and your organisation, and that you are able to enhance your programs through the examples provided. I look forward to hearing more about your plans for the future and to assist them become a reality.

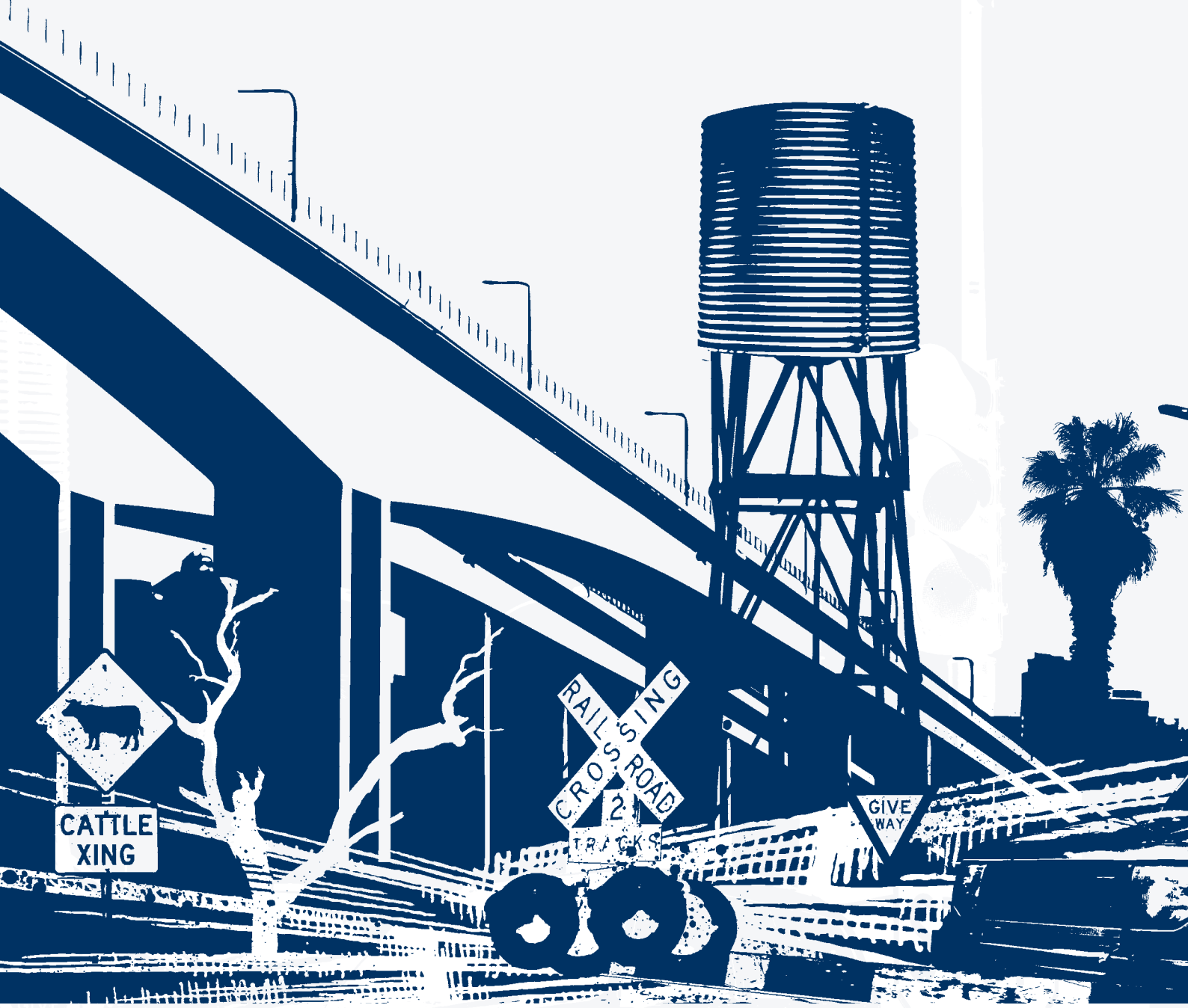
**Professor Barry Watson**  
Director, CARRS-Q

TIME	SESSION/SPEAKER
8am	<b>Workshop Registration and Arrival</b>
8.30am – 9am	<b>Welcome and Introductions</b> Professor Narelle Haworth, Acting Director, CARRS-Q The. Hon Anastasia Palaszczuk, Minister for Transport and Multicultural Affairs
9am – 9.30am	<b>Keynote Speaker: Targeting local opportunities in the international decade of action</b> Gary Fites Gary Fites has maintained an active interest in road safety since retiring as RACQ's general manager for external relations in late 2011, and now offers his three decades' experience in motoring advocacy as a consultant. Maintaining his position on the CARRS-Q Advisory Group, Gary is also an independent representative on the State Government's expert panel currently reviewing the Q-Safe driving test.
9.30am – 10am	<b>Keynote Speaker : innovations in road safety advertising and promotion</b> John Thompson Senior Manager, Road Safety and Marketing Victorian Transport Accident Commission John Thompson is Senior Manager of Road Safety and Marketing at the Transport Accident Commission (TAC). In 2009, he was awarded the Australian Marketing Institute's Marketer of the Year, and AdNews named him as one of the top Marketers in Australia. Prior to his time with TAC, John was Marketing Director of property development company VicUrban for five years and prior to that he held roles in consulting and the energy sector. In 1993, John worked alongside Kevin Sheedy at the Essendon Football Club setting up their then top secret video coaching system which played its part in helping the Baby Bombers defeat Carlton that year for the Premiership. John holds a BA in Sociology and Communications and a Masters of Business in Marketing. He is a Fellow of the Australian Marketing Institute and the Australian Institute of Management.
10AM – 10.30AM	<b>MORNING TEA</b>
10.30am – 10.50am	<b>Road Safety Matters – a valuable resource for teaching road safety</b> Dearne Chisholm, Senior Advisor (Strategic Policy) Rebecca McInnes, Advisor (Strategic Policy) Queensland Department of Transport and Main Roads (TMR) An overview of the background, benefits and structure of Road Safety Matters, an online resource recently launched by TMR in partnership with the Department of Education and Training. Developed based on best practice road safety education principles, the resource provides schools with the tools to ensure that every Queensland school student from Prep through to Year 9 can receive a comprehensive road safety education. The resource is an invaluable investment in the next generation of young Queenslanders and will instil in them a strong understanding of road safety delivered through the school curriculum. Providing children with the right tools and education will ensure that being safe in the road environment becomes second nature to them as they grow into adults. Dearne Chisholm has been influential in the area of road safety with the Department of Transport and Main Roads since 1997. With a focus on school road safety, Dearne was instrumental in the development of Safe School Travel (SafeST), a collection of programs, schemes and initiatives designed to improve transport safety for children.

TIME	SESSION/SPEAKER
	<p>Rebecca McInnes has worked with the Department of Transport and Main Roads for over 10 years, in varied roles across customer service, training and development, and road safety. With a background in early childhood education, Rebecca has a particular interest in the development of quality road safety education resources for Queensland children.</p>
<p><b>10.50am – 11.10am</b></p>	<p><b>L2P – Learner Driver Mentor Program</b></p> <p>Chris Freethy, Senior Road Safety Policy Advisor &amp; Project Manager VicRoads</p> <p>There is growing national interest in approaches to improving driver licensing rates amongst disadvantaged communities. In Victoria, the state government provides funding for the VicRoads L2P – learner driver mentor program through the Transport Accident Commission. The program offers supervised driving experience to 1,500 disadvantaged learner drivers aged less than 21 years, who would otherwise be unable to gain the 120 hours driving experience required under Victoria’s Graduated Licensing System.</p> <p>L2P programs operate through partnerships between state and local government, human service organisations, local businesses and other stakeholders. L2P utilises community volunteers in sponsored ANCAP four or five star cars.</p> <p>Addressing equity and road safety issues for disadvantaged young people, this program has potential impacts on employment, social connection and psychological wellbeing.</p> <p>Chris Freethy manages the L2P – learner driver mentor program on behalf of VicRoads. He is a Senior Road Safety Policy Advisor and Project Manager in the Road User Behaviour section of VicRoads. Chris has an extensive background as a psychologist, program manager and peak body leader in the not-for-profit sector.</p>
<p><b>11.10am – 11.30am</b></p>	<p><b>Evaluation process of the new child restraint legislation</b></p> <p>Dr Alexia Lennon, Senior Lecturer Centre for Accident Research and Road Safety – Queensland</p> <p>This presentation will describe the evaluation of the new child restraint legislation in Queensland. The evaluation was funded earlier this year by the Queensland Injury Prevention Council and Department of Transport and Main Roads in order to examine how effective the legislation for children’s restraints in cars had been in achieving parental compliance. The evaluation itself was conducted in 4 parts in order to examine whether children are better restrained now than prior to the legislation, whether parents understand what the changes are, why they were made and what their views are on whether they have been effective, and whether there has been an effect on organisations that work with parents/children from the legislation. The presentation will report the findings from the evaluation and describe how the research questions and interests influenced the design of the evaluation. In addition, aspects of carrying out the evaluation effectively and the problems that were encountered (as well as how these were dealt with) will be explored.</p> <p>Alexia is a researcher and lecturer in road safety with CARRS-Q and holds a doctorate from the University of Queensland. She has worked in the health area since 2003, first holding a position with the Cancer Prevention Research Centre before coming to CARRS-Q in 2004. Since joining CARRS-Q, she has managed and worked on a variety of projects including several evaluations. Her research interest has focussed particularly on children’s safety in cars, aggressive driving, and speeding and she is currently chief investigator on two Australian Research Council research grants in these areas.</p>
<p><b>11.30am – 12noon</b></p>	<p><b>Older drivers and the Years Ahead</b></p> <p>David Terry, Road Safety Education Officer RACQ</p> <p>The Years Ahead program is an initiative of the RACQ and aims to assist older motorists to drive safely for longer by being aware of their own capabilities.</p> <p>The 90-minute group discussion-based presentation covers age-related safety issues, awareness and application of road rules, and is offered free of charge to community groups and sporting clubs at their own venue.</p> <p>David Terry is a qualified teacher and deliverer of both the Years Ahead and Streets Ahead education programs of the RACQ.</p>
<p><b>12NOON – 1PM</b></p>	<p><b>LUNCH</b></p>

TIME	SESSION/SPEAKER
1.10pm – 1.30pm	<p><b>Social media in road safety</b></p> <p>Clare Murray, Marketing and Events Officer Centre for Accident Research and Road Safety – Queensland</p> <p>The use of social media has increased dramatically in recent years in the areas of public health and injury prevention, with many organisations creating online and social media content. Despite the adoption of such media by modern society, research relating to the design and evaluation of social media for the promotion of health issues is very much in its infancy.</p> <p>This presentation will include a review of the available evidence in relation to the use of social media campaigns from both the road safety and broader public health context. In particular, this presentation will address the questions of what social media should be developed, how it should be evaluated, as well as what should be the key measures of success and to what extent do these measures relate to practically significant outcomes, such as behaviour change.</p> <p>Clare Murray is the Marketing and Events Officer for CARRS-Q. With a background in public relations, event management and marketing, Clare has worked in the area for over 10 years and has primarily focused on the health and education sectors.</p> <p>Clare's current work includes managing and implementing CARRS-Q's marketing, advocacy and stakeholder relations activities, including the production of Centre events, conferences, seminars, publications and promotional opportunities. Her interest is predominantly in the area of health promotion and injury prevention, and in particular, what makes campaigns successful from both a marketing and behaviour change point of view.</p>
1.30pm – 1.50pm	<p><b>Parliament and community road safety – working with your MP</b></p> <p>Lyndel Bates, Research Director and Assistant Clerk-at-the-Table Queensland Parliamentary Service</p> <p>In the past, Queensland parliamentary committees have successfully assisted in the introduction of evidence-based policy and legislation and this presentation will describe how Parliament supports road safety through its committees.</p> <p>The presentation will examine the strengths of parliamentary committees in the Westminster system, provide an overview of the reformed committee system and discuss an example of a previous road safety inquiry (completed under the former committee system). Developing an understanding of parliamentary committees will help road safety practitioners to present their ideas in an appropriate manner that will encourage the examination of their ideas by parliamentary committees and increase the likelihood that their suggestions will be included as recommendations within a committee report and subsequently acted upon by the government.</p> <p>Lyndel Bates is a Research Director and Assistant Clerk-at-the-Table with the Queensland Parliamentary Service. Lyndel has worked for a number of parliamentary committees that have responsibility for road safety and transport including the Transport, Local Government and Infrastructure Committee, the Economic Development Committee and the Travelsafe Committee. She has qualifications in behavioural science and commerce and is currently completing her PhD.</p>
1.50pm – 2.10pm	<p><b>Road Safety Learner Driver Program</b></p> <p>Murray Holm Barrier Reef Institute of TAFE</p> <p>Whilst working on Palm Island as a Language Literacy and Numeracy (LL&amp;N) teacher for TAFE, Murray identified that Indigenous people had an extremely high incarceration rate for offences relating to driving without a licence. Queensland Health statistics also showed this group were involved in more road crashes than unlicensed drivers. This presentation will cover the development of a road safety program targeting the road safety aspects of driving, tailored to specifically assist Aboriginal and Torres Strait Islander people to obtain their learners permit, preferably at the first attempt. Learning materials were contextualised to the local community and presented in both visual and oral formats, and resources were created in consultation with both Transport and Main Roads (TMR) and Queensland Police Service (QPS). Benefits to date have been a 98% success rate for clients in passing their learners permit the first time they take the test.</p> <p>Murray Holm has experience in identifying the language, literacy and numeracy (LL&amp;N) issues that inhibit people from passing their licence tests and developed a road safety program that supports clients in passing their test first time. Extending this program from remote Aboriginal communities, to rural and urban areas, Murray's program assists a range of people including: those with English as a second language, learning difficulties, LL&amp;N issues and those with disabilities. Murray has worked as a Police Officer, has a Bachelor of Education majoring in psychology and literacy, and won an award in 2011 for Excellence in Facilitating Learning and Sustainable Business.</p>

TIME	SESSION/SPEAKER
2.10pm – 2.30pm	<p><b>Bikebus – an interagency success story in FNQ</b></p> <p>Mark Allen, Acting Principal Trinity Beach State School</p> <p>The Bikebus program is an established interagency partnership between several departments, and the local council, which gets an entire school community excited about using active transport.</p> <p>The only formalised, two days a week, 'ride to school' program in their area, the Bikebus rides through the school's surrounding suburbs, collecting children en route, teaching them vital road safety skills, and empowering them with the skills they need to survive in everyday life. The Bikebus service is used by large numbers of children (up to 90 at a time), from Prep to Year 7. The Bikebus mobilises children, and in turn, has inspired action amongst government departments - all the while attracting plenty of interest - not only in Queensland, but internationally.</p> <p>Mark Allen is a passionate educator, who works in a large primary school on Cairns' northern beaches. Mark has been riding to school with children for over 8 years, taking a leadership role in enabling students to make choices about how they travel to and from school. Mark has championed the Bikebus program at his site - and played an instrumental role in the Bikebus Pilot. Mark has presented the Bikebus concept at state and international conferences, including the 2011 APCG event in Brisbane. The Bikebus won the 2009 CARRS-Q Queensland Schools Road Safety Award.</p>
2.30PM – 3PM	<b>AFTERNOON TEA</b>
3pm – 3.45pm	<p><b>Wrap up and open discussion</b></p> <p>Doug Brownlow, CARRS-Q</p>
3.45pm – 4pm	<p><b>Conclusions</b></p> <p>Professor Narelle Haworth, Acting Director, CARRS-Q</p>



# SPONSORS



QUEENSLAND  
ROAD SAFETY AWARDS

2011 Queensland Road Safety Awards  
an event managed by

Centre for Accident Research  
& Road Safety - Queensland  
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