

## Concise Annual Report 2015



Providers of

~~SAFESTART~~ ~~RYDA~~ ~~GOOD2GO~~ ~~ROADGUIDE~~ ~~BETTERDRIVER~~

**OUR VISION** To be the premier road safety educator for youth throughout Australasia

**OUR MISSION** To provide evidence-based road safety education that supports the development of a road safety culture, contributing to a reduction in road trauma

**OUR VALUES** Our people are passionate and dedicated, strive for excellence, act with integrity and are guided by the following values:

- Best practice meeting individual needs and supports behaviour change through interactive learning, local relevance, age appropriate content, and promoting social and peer responsibility;
- Empowering informed decision making in supportive environments to create enduring change - lifelong learning tools of decision-making, problem solving and self-awareness of personal risk;
- Sustainability through broad community engagement with stakeholders including schools, local communities, volunteers, corporations, government and police: we are accountable to them;
- Continual program improvement through research and evaluation.

## About Road Safety Education Limited

Road Safety Education Limited (RSE) is a not-for-profit organisation with a commitment to the reduction of road trauma through the delivery of evidence based road safety education programs. Our flagship program RYDA has been providing novice drivers and their passengers with lifesaving knowledge and skills for over ten years.

Last year 233 young people aged 17-25 years old were killed on the road in Australia and 61 young people in New Zealand aged 15-24 years died in road crashes. It should always be remembered that approximately twenty times this number were left with a life changing traumatic injury.

The latest youth road trauma statistics indicate that the number of young people killed in road crashes in Australia and New Zealand has fallen from 559 in 2005 to 294 last year – a reduction of 47% over the decade. This significant reduction in youth road trauma is due to many factors;

education is an important factor along with safer cars, safer roads, increased enforcement and the Graduated Licensing Scheme for novice drivers. Together we are making a very significance difference however there is still the challenge that young people as drivers and passengers continue to be over represented in crash data.

Young drivers and their passengers are at greatest risk of being involved in a serious road crash immediately after they change from being a supervised learner to an independent driver. RSE is focused on delivering practical road safety information for our most at risk drivers and their passengers.

**Youth road trauma is a community problem that needs a whole of community response. RSE is in a unique position to bring together all the essential elements to provide a highly successful road safety education program for young people.** Working with our partners, we are also able to minimise the student participation cost and ensure that our programs are accessible to all young people in our community.



## Concise Annual Report 2015

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# Chair's Message

Kerry Chikarovski

Road trauma impacts upon our society in many ways. However the enormity of road trauma is often only realised when it hits close to home, impacting family and friends. It is these facts that continue to motivate Road Safety Education Limited (RSE) in our mission to provide evidence-based road safety education that will contribute to a reduction in road trauma.

We should all be encouraged that latest youth road trauma statistics indicate that the number of young people killed in road crashes in Australia and New Zealand has fallen from 559 in 2005 to 294 last year – a reduction of 47% over the decade. This significant reduction in youth road trauma is due to many factors with education being a very important factor along with safer cars, safer roads, increased enforcement and the Graduated Licensing Scheme for novice drivers. Together we are making a very significant difference however there is still the challenge that young people as drivers and passengers continue to be over represented in crash data. Of course the loss of even one life is too many and we must continue to do more to provide practical road safety education to our most at risk drivers and passengers.

We are very pleased to report that during 2014/15 our core program RYDA, was presented throughout Australia and New Zealand to over 50,000 students from approximately 600 high schools. The RYDA Program provides senior high school students with a unique opportunity to intensively engage in an interactive environment designed to help them better understand the risks associated with road use and to also develop an appreciation for the reasons for many of the laws in place to protect them as novice drivers and passengers.

RSE has a long history of helping to reduce youth road trauma and in large measure our achievements can be attributed to successfully mobilising community engagement, combined with professionally developed and delivered programs. Through our direct contact with high schools, RSE is in unique position that allows us to develop a greatly valued relationship with the broad school community, including teachers, students and parents.

There is a very significant emphasis within our organisation on the quality of programs and this is reflected in the RSE Advisory Council made up of leading research practitioners with a particular focus on the psychological aspects of youth road safety education. The RSE Advisory Council has continued to be very generous with their time on program development, research and evaluation advice.

The development of **RYDA 3.0** has established a **new benchmark in youth road safety education** and maintains RSE as an **industry leader**.

The special position we occupy with novice drivers and their passengers represents a very effective and additional conduit for the delivery of government road safety messages and we remain committed to working very closely with all governments. Investment in road safety education is recognised to provide significant financial and social benefits to our broad community and it is hope that more governments will now follow the ongoing initiative of the Tasmanian Government to directly fund student participation in the RYDA program.

The level of community support for RSE and our road safety education activities is also reflected in the substantial number of sponsors who do support our organisation, especially our major sponsors BOC, Toyota Australia, New Zealand Steel and Bosch. In particular we thank our Founding Sponsor BOC who continues to make a major commitment to helping to save the lives of our novice drivers and their passengers. To all those who do so much to support our cause, we extend to them our sincere appreciation.

We also thank the many hundreds of Rotary Clubs and thousands of Rotary volunteers who contribute so much to the growth and success of RYDA in Australia and New Zealand. Through the annual "BOC Champions Award" we are pleased that we can recognise the outstanding Rotarians who have supported the RYDA Program over many years.

I thank my fellow Directors for their support during the year. On behalf of Geoffrey McIntyre AM, who is Chair of our Foundation, I also convey our deep appreciation to our Patron, Sir William Deane and Vice Patrons, for their help in our endeavours.

On behalf of the Board I express our appreciation to CEO & Managing Director Terry Birss and his team for their commitment to our company and the dedicated and effective way in which they go about delivering our mission of helping to reduce youth road trauma.

**Kerry Chikarovski**  
**Chair**  
**December 2015**

# CEO/Managing Director's Report

Terry Birss

## Overview

With over 50,000 students attending the RYDA program each year, RSE is always on the go working with an enthusiastic dedicated team. The year was characterised by a huge investment of resources in our education programs which are designed to improve learning outcomes over the final four years of high school. With the support of our Advisory Council, this included the development of RYDA 3.0, re-training of our facilitators, web-based support learning as well as evaluation instruments. These factors alone set us apart as industry leaders in the field of youth road safety education.

Our programs are designed to be consistent with government guidelines and are required to be evidence led as well as innovative. This ensures they attract the interest from our students, prompting changed attitudes and changed behaviour, which will contribute to improved outcomes on our roads. We would like to think there is no coincidence between RYDA's decade long influence and the 47% reduction in youth road trauma over the same period.

Education programs which were not consistent with best practice government guidelines continued to be an issue during the year, particularly where governments provided financial support. While education affords no guarantee of immunity from danger, common sense tells us the best education gives our young people the best chance of keeping safe on our roads - a chance to avert tragedy for a family, the opportunity to reduce the pressure on the over taxed health system.

In the interests of our society, families and government health costs, our **call to action** this coming year is for **governments to support only those programs that meet their own guidelines**. This would have a dual benefit of reducing expenditure on non-complying programs, while investing in programs that do comply.

## Highlights of the 2014/15 year

- Launch of RYDA 3.0, combined with extensive facilitator training and a robust evaluation process - the industry benchmark in program excellence - guided by our Advisory Council of international experts.
- Evaluation shows RYDA achieves significant increase (up to 94% of students) in awareness of crash reduction strategies across all key areas of road safety as well as positive shifts in attitude and intended behaviour (one area showed a shift of more than double). 87% of teachers surveyed said RYDA was very worthwhile; 100% said they would recommend RYDA to a colleague.
- Our partners - BOC, Toyota, NZ Steel and more recently Bosch, a key to RYDA's success, are increasingly compatible with efforts to reduce youth road trauma.
- Making a difference: During the decade of partnership, youth road trauma has reduced 47% (versus non-youth, 25%).
- Completed delivery of the BetterDriver program to over 1,500 BOC staff members at all major sites across Australia and New Zealand.
- Rotarians provided outstanding support through thousands of volunteer hours, helping keep RYDA affordable for their community. They really do live up to Rotary's motto of 'Service above Self'.

## We play a leading role in youth road safety education

RSE plays a leading and vital role in road safety education to senior high school students throughout Australia and New Zealand. Our flagship program, RYDA 3.0 is national, delivered in metropolitan and regional venues, and seeks consistent standards. Each school week, on average, 1,400 families are involved.

## We are industry leaders and industry led

Our programs, which are professionally developed and delivered, uniquely engage with communities through hundreds of schools. RYDA is available in conjunction with RoadGuide - a program for parents, particularly those supervising under the graduated licensing scheme. RYDA is preceded by SafeStart (a broader risk awareness program) and followed by a social action driven program in the following year, Good2Go. This four-year offering is supplemented by strong web-based resources for teachers and students designed to extend RYDA learning. Understandably, there are funding constraints in various areas which affect the availability of programs.





### **We evaluate our programs**

#### **- How do schools measure the effectiveness of road safety education?**

A robust evaluation process leads to more informed engagement by schools.

Schools should be confident the programs their students are attending have the best chance of being effective. Governments provide guidelines on what constitutes best practice - road safety education which is expected to be effective.

**Because we are dealing with the lives of young people – novice drivers and their passengers – there should be no substitute for program quality. RSE's programs are designed to meet this criteria which sets itself apart from many other providers.**

RYDA incorporates robust evaluation with teachers reporting that RYDA is a most effective tool – 100% saying they would recommend RYDA to a colleague, while 87% are reporting that RYDA messages will be effective in changing attitudes and thus behaviour of their students. These outcomes translated into 90% of RYDA students reporting an intention to change their behaviour.

#### **We measure the effectiveness of RYDA 3.0 and also of government messages**

Through our evaluation process we measure RYDA's effectiveness and legitimise government messages (eg through advertising), in the eyes of our students.

For example, pre-and post-surveys of RYDA show that participants more than doubled their awareness of critical risk factors. We saw large increases in areas such as

identifying the relationship between speed and stopping distance, and in recognising the increased risk by travelling with same age passengers.

We know through focus group feedback, a year after attending RYDA, students can describe how the program influences their car behaviour (e.g. keeping longer following distances when driving, and speaking up in uncomfortable situations when a passenger, with family members or same age passengers).

Our evaluation process also measures the effectiveness of government messaging. Issues commonly targeted through government campaigns and enforcement periods - seat belt wearing, drink driving and rushing (speeding) - saw little room for improvement from an already high level of understanding. Student knowledge however varies and by determining the level of understanding we can identify where we need to focus. This is mostly **where there is no government messaging or where these messages are not having the intended impact - we have the opportunity of, and indeed are, doing something about it.**

Financially, governments are a beneficiary of effective road safety education and a reduced cost to their health systems – but young people and their families bear the personal tragedy when things go wrong. The death or injury of a child, a sibling or a parent is a huge tragedy for a family and community and for society, a huge cost of some \$27 billion each year. Just one life saved is a saving to society of over \$2 million and immeasurable grief. We must guard

# CEO/Managing Director's Report (cont)

against a proliferation of road safety programs which, despite good intentions, are not professionally developed or evidence-based, do not meet best practice and are not robustly evaluated. Second-best programs that are not consistent government guidelines should not be encouraged or rewarded by government financial support.

## Financial

In view of tightening financial conditions, our Road Safety Education Foundation contributed \$200,000 during the course of the year. We were therefore able to maintain an operating loss of \$68,234, similar to last year, after investing heavily in the RYDA 3.0 program. Our community model provides for a mix of support from partners, including our community partner, user pays which helps encourage parents to engage in their children's education, along with hundreds of highly valuable contributors and supporters and also governments.

A policy where Governments only fund compliant programs would enable us to offer RYDA more widely with higher support for those in rural areas, the disadvantaged and indigenous families.

## Financial – consolidated results

- Revenue of \$3.55million (LY \$3.60m)
- Program subsidies given of \$1.41m (LY \$1.39m)
- Expenditure of \$2.21m (LY \$2.27m)
- Loss of \$68,234 (LY loss \$69,787)
- Members Group Equity \$255,115 (LY \$324,257)

Further financial information is provided later in this Report.

## Looking ahead

We see increasing pressure on maintaining an equitable mix of pro bono and financial contribution to our programs. In the absence of improved targeting of government support this will result in the need to increase student fees in 2016. It is worth emphasising that this targeting need not increase expenditure, but will provide our society with a wider offering of best practice programs with real benefits for families, through reducing trauma and reducing societal costs.

Next year we will release a report on the social impact of RYDA. The commissioning of this report has been supported by Toyota and is foreshadowed to identify evidence that the RYDA program has a significant impact on students and the wider community. Through surveying, focus groups and social media feedback we know that not only does RYDA participation lead to increased road safety knowledge and risk reduction skills, but also changed attitudes that lead to

behaviour change. Given the size of our programs (RYDA is the largest program of its type in Australia and New Zealand) we anticipate this report will identify that we are contributing to reducing youth road trauma and, at the same time, strengthening road safety culture in society.

## The RSE team

Our team includes our Board and Patrons, RSE Advisory Council and hundreds of Rotarians, all of whom contribute as volunteers to support us in our mission to help reduce tragedy in our communities and reduce the burden on our governments' health systems. They are supported by hundreds of sponsors and our headline partners of BOC, Toyota, New Zealand Steel and more recently Bosch. Our Partners are all leaders in their respective fields, living their values through RSE by their judicious investments in our mutual cause. Simply, without this extraordinary support, more young people would have died and many more would have their lives changed forever – their dreams dashed. Our most grateful thanks go to each of them.

Our Advisory Council provides research, evidence and guidance which helps inform our programs. The quality of our education reflects this support.

My personal thanks go to Council members; Professor Barry Watson (Adjunct Prof, CARRS-Q), A/Prof Teresa Senserrick (UNSW), Dr Neale Kinnear (Transport Research Laboratory, UK) and A/Prof Sam Charlton (University of Waikato, NZ).

My personal thanks also go to our Board for their support under the chairmanship of Kerry Chikarovski. During the year we welcomed to our board, Dr Stuart Boland AM and farewellled Geoffrey McIntyre AM to whom we owe a great debt of gratitude for his support of the organisation including a period as Chair. He continues on as Chair of the RSE Foundation. Under this leadership I have no doubt that RSE is contributing to a reduction in youth road trauma and this success is substantially attributable to our management and staff. They are passionate about what they do, they are competent and committed and I thank them wholeheartedly.

**Terry Birss**  
**CEO/Managing Director**  
**December 2015**



# RYDA

## F15 BY THE NUMBERS

**360**  
participating  
Rotary Clubs

**2,883**  
participating  
teachers

**633** participating  
schools

**7,206**  
Rotary  
volunteer hours

**350**  
trained facilitators

**90** venues

**480**  
program days

over  
**410,000**  
students to date

**53,808**  
students this year

The following venues conducted RYDA Programs in 2014/15

### Australia

**New South Wales** Bathurst, Bega, Central Coast, Coonabarabran, Cowra, Dubbo, Eurobodalla, Illawarra, Leeton, Maitland, Narrabri, Nelson Bay, Newcastle, Orange, Sydney (Penrith, Sydney Olympic Park, St Ives), Taree, Wagga Wagga, Woolgoolga, Yamba | **Queensland** Ayr/Home Hill, Brisbane (Chandler, Ipswich, Logan), Cairns, Caloundra, Darling Downs, Gold Coast, Gympie, Kingaroy, Mackay, Mareeba, Maryborough, Mossman, Nambour, Noosa, Townsville | **South Australia** Adelaide (Flinders University), Barossa Valley, Campbelltown, Clare, Elizabeth, Gawler, Golden Grove, Mount Gambier, Salisbury, Seaton, Victor Harbor | **Tasmania** Devonport, Hobart, Huonville, Launceston, Smithton | **Victoria** Leongatha, Melbourne (Bayswater, Broadmeadows, Springvale) | **Western Australia** Perth, Pinjarra

### New Zealand

**North Island** Albany, Avondale, Feilding, Henderson, Kaitaia, Karaka, Manukau, Masterton, Okaihau, Penrose, Pukekohe, Wellsford, Whangarei | **South Island** Blenheim, Christchurch, Darfield, Nelson, Timaru



# RSE Advisory Council

## meet the members

RSE is guided by its Advisory Council in providing the best possible education programs for young people. The involvement of the Council is an important link between RSE and the research community ensuring all RSE programs have a strong underpinning of best-evidence road safety education.

During 2015 the annual meeting of members critiqued the current RYDA program, and advised on not only current

research, indicating areas where the program could be updated, but, at the same time, gave suggestions on where research could support specific learning elements. We work individually with Council members on issues appropriate to their specialities.

We are indebted to the contributions from members for their valued counsel and advice in relation to our programs, their development, quality assurance and evaluation processes.



**Professor Barry Watson, PhD** is an Adjunct Professor in the Faculty of Health at the Centre for Accident Research and Road Safety, QLD (CARRS-Q).

He has over 25 years experience in road safety research and policy development. As a founding member and former head of CARRS-Q, Barry has been involved in the development and delivery of courses in road safety and traffic psychology for undergraduate and postgraduate students. Barry has lead research teams examining a range of road user behaviour issues including drink driving, speeding, driver licensing, driver education and traffic law enforcement.



**Associate Professor Teresa Senserrick, PhD** is a member of the Transport and Road Safety (TARS) Research Group, University of New South Wales.

Teresa was trained in Developmental Psychology and has two decades of experience in health and safety research. Since focusing on road safety in 1999, she has become internationally renowned for her expertise in young and novice driver research, particularly regarding driver training, education and graduated licensing. She has over 200 publications, reports and presentations, and has been called upon to provide policy advice to several jurisdictions in Australia, the United States and Sweden.



**Dr Neale Kinnear, PhD, BSc (Hons), CAD** is a principal psychologist in the study of human behaviour and transport at TRL, the UK's Transport Research Laboratory. Neale has led or contributed to numerous studies evaluating driver training and education, advanced methods for driver instruction, and studies to understand the needs of novice drivers. In 2013 Neale was the lead author of an international evidence review of best practice for novice driver safety for the UK Government. Neale's work has been widely published and he has presented at various international conferences. Neale has also served as a collision investigator attending crash scenes and providing psychological input to crash reconstruction.



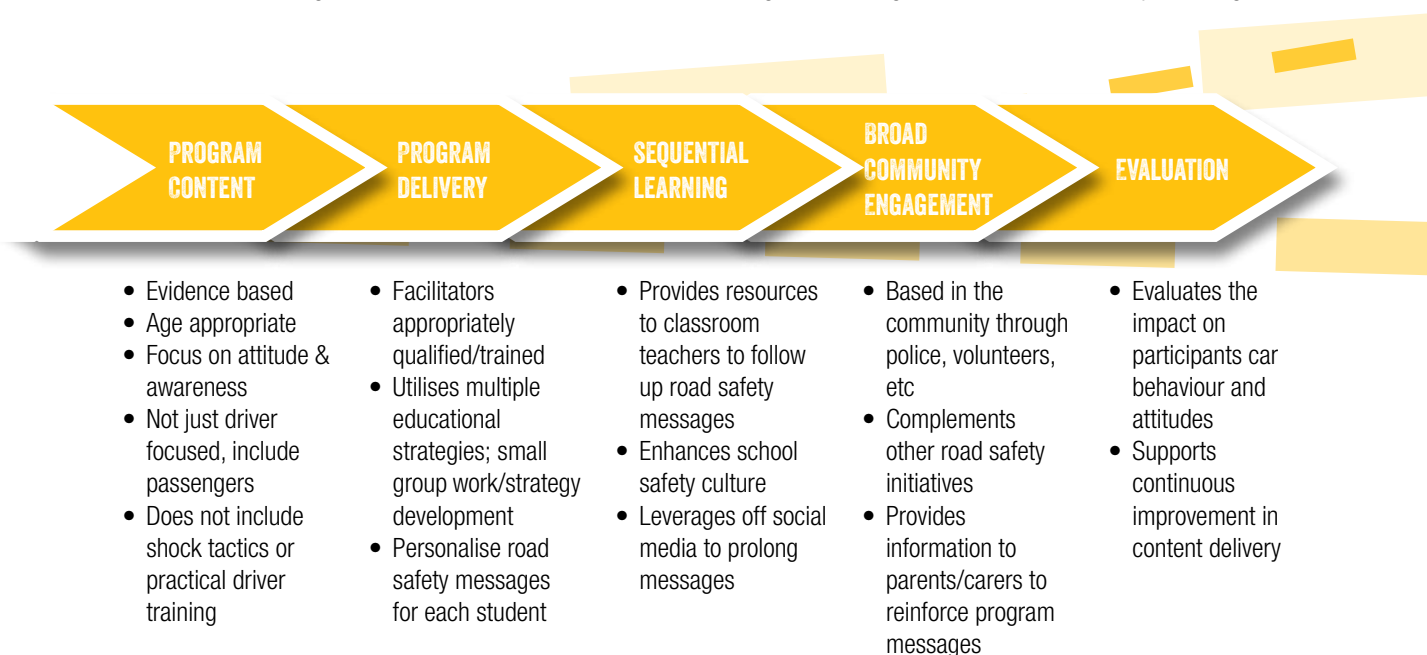
**Associate Professor Samuel Charlton, PhD, MA, BA** is Head of the School of Psychology at the University of Waikato in New Zealand. A member of the Traffic and Road Safety Research Group (TARS) for the past 20 years, his work has examined a range of road transport issues such as driver attentiveness and fatigue, drivers' perceptions of risk, acute protracted error effects associated with alcohol, the effect of cell phones on driver performance, the conspicuity and comprehension of hazard warning signs, and the design of self-explaining roads. Samuel is also interested in driving as skilled behaviour, and how it can inform theory development in attention, decision-making, and automaticity of performance. For many years he was technical director of human factors and training analysis for the US Air Force Operational Test and Evaluation Center.

# Best Practice

what the evidence shows is the best practice educational response

RSE has a practical commitment to best practice road safety education. Our programs target the statistically proven road risks and is informed by current research in both youth road safety psychology and teaching and learning methodology. Our Advisory Council supports our program development through peer review, highlighting relevant research and advising on education.

Each government jurisdiction RSE works in has developed their own guidelines on what constitutes a good road safety education program (distilled into the framework below). While there are many road safety education programs, many fail to meet best practice guidelines. RSE is committed to ensuring our programs are benchmarked against the highest standards of best practice guidelines.



**Program Content** The RYDA Program has been developed over a number of years. It draws its content and delivery techniques from road safety, behaviour change and health literature, road safety and education experts. The tried and tested strategies are appropriate for the age of the students attending. The RYDA Program does not include shock tactics or practical driver training but rather focuses on attitude and awareness and includes influence of passengers. Students are encouraged to explore their own experience and problem solve and develop appropriate strategies to stay safe.

**Program Delivery** The quality of the program is only as successful as the quality of the delivery. RSE engages with appropriately experienced and trained professionals to deliver the RYDA Program. This is enhanced through the mandatory RSE Facilitator Training Program.

**Sequential Learning** Rather than a one-off initiative, road safety experiences should be delivered over time to further enhance and develop the road safety message

further. There are many good road safety programs provided within schools and the RYDA Program enhances these programs. In addition, RSE provides road safety education for the preceeding and proceeding years to the RYDA Program.

**Broader Community Engagement** RSE aims not only to reduce youth road trauma but also to impact road safety culture in society. A key component of this is to engage with the broader school community. RSE provides the RoadGuide program for parents of RYDA participants and has designed the BetterDriver program for all staff in corporations that support us throughout Australia and New Zealand. Through these initiatives RSE is engaging with the broad community to make our roads a safer place.

**Evaluation** RSE evaluates programs regularly to measure student achievement of learning outcomes, impact on attitudes and to monitor the operational aspects of program delivery. Our Advisory Council supports our evaluation process which we aim to continually improve.



# RSE Program Guide

## RYDA

16-18 years

RYDA is a series of practical and powerful workshops that ask young people to reconsider their views on road safety and empowers them with strategies and reminders for risky car scenarios. As part of an interactive one-day experience, students get involved in a practical experiment on car stopping distances, devise strategies that will work for them in the real world and get tips from road safety experts on how to protect themselves, their friends and family. Perhaps the most impactful moments come from the personal stories of loss and survival. In one session, students watch a powerful and emotional video on the life and tragic death of an 18 year old provisional driver and her best friend. And in another, they interact with a crash survivor and hear first-hand how one poor choice can change a life forever and how personal risks of having a crash can be reduced.

The RYDA Program targets high school students aged 16-18 years at a time in their life when they are actively thinking about driving or travelling with new drivers. It is delivered as a school excursion at 90 sites around Australia and New Zealand by trained facilitators with experience in road safety education with follow up back at school, at home or with friends.

## SAFESTART

14-15 years

The SafeStart program targets 14-15 year old students and consists of flexible units to be delivered by the teacher in school. For many schools, SafeStart will be the starting point as they embark on creating a road safe environment for their students. Whilst the focus is on road safety, the strategies learned as part of SafeStart can apply to other risky behaviours.

Topics include understanding risk, responsibilities to friends, multi-tasking, crashes, scene of a crash, reducing harm and safe celebrating.

## GOOD2GO

17-18 years

The Good2Go Program seeks to engage and motivate young people who have been well trained in road safety through the RYDA Program to become peer communicators. Good2Go is designed to follow the RYDA program as a social action project to promote safe behaviours within their school community. Not only will students learn valuable communication skills but in doing so will advocate important messages to their peers – at a time in their lives when they are most at risk. Good2Go is designed so students can integrate their project into their academic work where possible.

## ROADGUIDE

parents

The importance of parents and their role in keeping their children safe across a range of risk behaviours is well documented. It is also true with regards to road safety. Although there is much information on websites and other places for parents of new drivers, often parents either don't realise that they can do much to help their new driver or they are seeking the opportunity to ask specific questions. RoadGuide provides this opportunity. It is a practical workshop, organised by a school or community group, that provides parents with the information and strategies to help keep their children safe as they begin to drive solo or ride with new drivers. RoadGuide is best done at the same time as the RYDA program to allow parents and their teens to better work together.

## BETTERDRIVER

corporate employees

RSE's corporate program, BetterDriver is designed to contribute to the culture of safer travel by targeting all employees and developing a better understanding of what road safety looks like. Road trauma has an impact across the community whether it is a minor crash through to fatality. Companies are affected by road trauma in other ways. Should an employee or relative or friend of an employee be involved in a road crash, this can lead to loss of productivity and include additional resources to replace staff. All companies have a moral and legal responsibility to create a safe work environment and this extends to travel to and from work and employees' families. The program covers the highest risk areas for experienced drivers, including complacency, and culminates in the development of a personal action plan.

# Broad Impact of RSE Programs

## Evaluation & Social Impact

**RSE makes up part of the broad landscape of road safety measures. Governments are the leaders in strategies to address road trauma. Our student evaluation shows that there are areas where governments have done an excellent job, and areas where RSE programs are critical to filling the gaps to achieve a satisfactory response to a persistently unacceptable level of road trauma. We outline these below and show how our evaluation process is also helping us focus on what we can do better.**

### The social impact of RSE programs

Education plays a powerful role in the reduction of youth road trauma through changing behaviour and, equally important, strengthening road safety culture in society as evidenced by the 47% reduction in youth road deaths over the past 10 years.

Our research and evaluation process provides evidence that the RYDA program in particular has a significant impact on students and the wider community. Around 50,000 Year 11/12 high school students attend the RYDA program each year in Australia and New Zealand. RYDA currently involves more than 1500 community volunteers, mostly from Rotary, an estimated 2,800 teachers, and up to 500 facilitators work on the program each year. As the largest program of its type in Australia and New Zealand the impact on road safety culture in both countries is significant.

### Evaluation overview

RSE's commitment to a research culture reflects our aim of improving our programs continuously, and understanding the impact they have.

This year we have conducted extensive evaluation and social impact research on participating students, teachers and other stakeholders.

The support and advice from our Advisory Council assists us greatly. All Council members have contributed to developments in our evaluation process but special mention should go to Dr Neale Kinnear, Chief Psychologist, Transport Research Laboratory, UK who has informed the design and implementation of RYDA impact evaluation.

We have presented research to conferences and workshops including the 2015 Australasian College of Road Safety conference. Other presentations have focused on the RYDA 3.0 development process, road safety in the Australia and New Zealand curricula, and the contrast in effectiveness between fear tactics and empowerment models of road safety education.

### Program impact evaluation

Parallel to bedding down RYDA 3.0 we have developed and piloted a student pre and post survey. The surveying has aimed to measure short term knowledge and attitude change, particularly against **RYDA's stated learning outcomes**

#### Learning outcomes of the RYDA Program



**Understand road risks and reflect on long-term life consequences of a crash**



**Identify crash factors and realise how they are preventable**



**Appreciate how personal factors affect risk**



**Develop personal strategies and plans, and consider self-monitoring of actions long term**

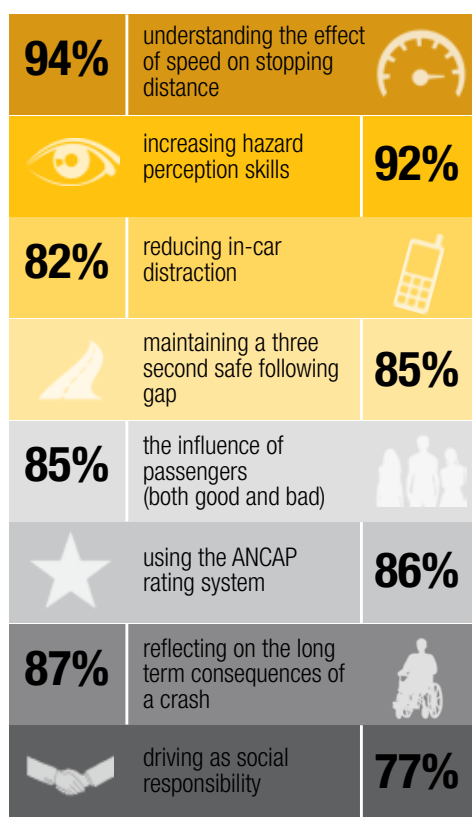


**See driving as a social responsibility & recognise the protective measures, especially GLS**

# Impact of RSE Programs

## RYDA Program Evaluation

A post attendance survey conducted earlier this year highlighted particular areas of attitude change in crash reduction strategies with positives results across all key areas of road safety. **The graphic below highlights combined student responses of 'more aware' and 'much more aware' to particular areas post RYDA attendance.**



In a different set of survey results, measuring pre vs post responses, we saw significant movements in students' knowledge of stopping distances, the effects of mobile phone and passenger distraction and driver reaction time. It showed significant drops in driver/passenger crash contributing behaviours student were likely to do (speeding, staying silent as a passenger, using a hands-free mobile and rushing).

To ensure maximum validity we are cross referencing individual scores to ensure we are measuring the same cohorts before and after.

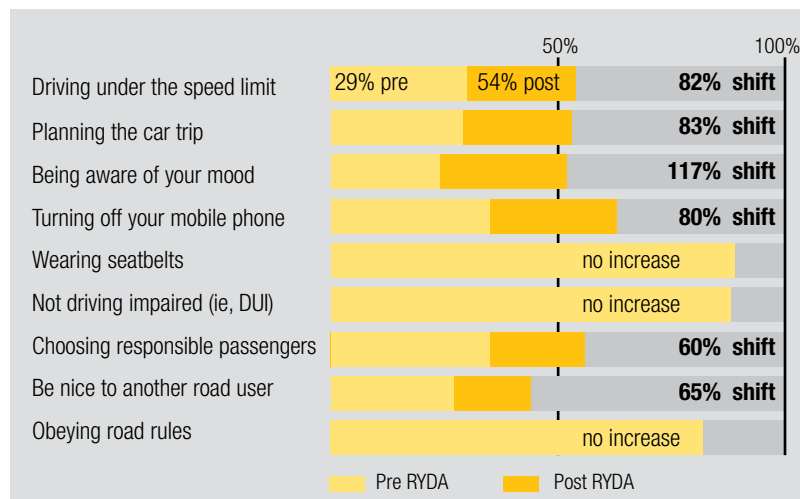
The biggest movers in the RYDA impact survey **managing mood**, driving under the **speed limit**, **planning** journeys, turning off **mobiles**, choosing responsible **passengers**, and **doing something nice** for other road users.



### 98% OF STUDENTS COMMITTED TO APPLYING THE THINGS THEY LEARNED AT RYDA

**Importantly 58% of students say they are very likely to apply the things they learned at the RYDA program and 40% likely.** While these figures don't automatically translate into behaviour change, student focus groups conducted this year indicate key risk-lowering actions occurring one year after attending the program.

Students were asked to rate the different actions they thought were important to lower their road risks. Awareness of driving impaired (ie, drunk, drugged, etc) and wearing seatbelts is high among young people before they participate in RYDA. This reflects the impact of focussed Government messaging in this area. **Graphed below is the increase of students answering 'very important' or 'important' from pre to post RYDA to a range of issues.**



We continue to survey teachers for their feedback. Approximately 2,800 teachers accompany their students to the program each year. Three quarters of those surveyed rate the day as very worthwhile and a quarter as worthwhile in terms of the effect on students in relation to their road safety attitudes and intentions.



# Impact of RSE Programs

## Social Impact of RYDA

### Social impact assessment

While direct behaviour change is the ultimate aim of RSE's road safety programs, contributing to road safety culture in society is equally important as this also prevents crash death and injury. Attitudes in society have changed dramatically towards enforcement measures such as seatbelts, drink driving and texting in cars. Attitudes towards buying a safer car with a greater number of safety features has also changed. Road safety education plays an important role in changing social attitudes and this must be included when assessing the value of RYDA and its accompanying programs.

The possibility of applying social return on investment methodology has been explored by RSE Ltd in the last two years. With more than 50,000 students and large numbers of other stakeholders involved, it is likely RYDA and other RSE programs are contributing net financial benefit to the community through trauma reduction. The cost, for example, of a road death according to the Australian government agencies is generally assumed to be \$2.4 million, an injury leading to quadriplegia \$4.2 million, and paraplegia \$1.2 million (Transport Accident Commission, Victoria). The primary goal of RYDA is contributing to saving lives and injuries of young drivers and passengers. And clearly, the attitude and behaviour changes we contribute to are doing just this.

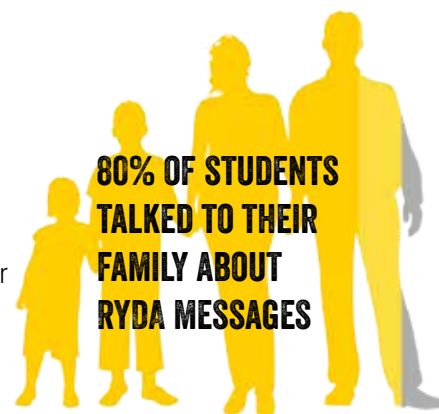
In light of this, our approach has been to measure those attitudinal, knowledge and behaviour changes to build a story of change in relation to social impact.

This story includes the personal changes experienced by the wider range of program stakeholders as a result of the RYDA program. The results are gratifying. Teachers, facilitators and community volunteers (Rotary) all report changes in awareness, increased knowledge, and personal satisfaction in keeping young people safer on the road.

**Teachers think RYDA is very worthwhile** (87%) with 12% responding with worthwhile. The majority feel "very involved" in supporting RYDA road safety messages before the program, on the day and back in the classroom/at school. 77% of teachers believe RYDA should be a compulsory program in secondary schools.

Parents of participating students, although not attending programs, report that through their son or daughter's experience, their own awareness and knowledge of road safety issues increased through discussions at home.

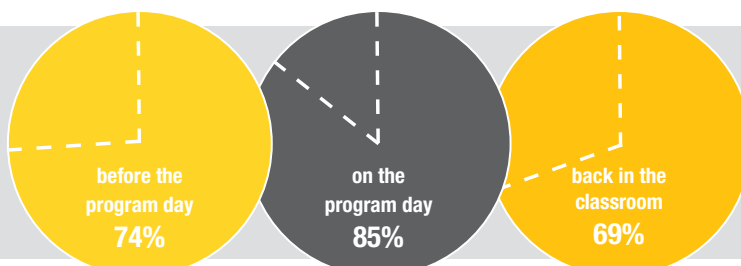
Only 10% of parents reported no mention of the RYDA experience at home and a further 10% no discussion. With 80% of families discussing road safety after RYDA, the potential impact is significant given the numbers attending each year.



**"I WOULD LIKE TO CONVEY JUST HOW WORTHWHILE THE DAY WAS. IT HAD STUDENTS BUZZING FOR WEEKS. ALL STUDENTS, WITHOUT EXCEPTION, GOT A LOT OF PRACTICAL AND USEFUL INFORMATION FROM THE DIFFERENT SESSIONS AND WERE QUICK TO TALK TO THEIR TEACHERS, FAMILY AND FELLOW STUDENTS ABOUT WHAT THEY HAD EXPERIENCED."**

(Career Advisor, Kaipara College, NZ)

We are broadening the range of evidence we include to measure personal change among students. Our research will encompass comments from students through focus groups, social media and feedback through our website. Recent focus groups show student knowledge recall and attitudinal shift are maintained for at least a year and that intentions to change are translated into low-risk behaviours in a car (keeping a safe following gap through understanding braking distance, increased hazard perception strategies, reducing in-car distractions, and self-reminders of crash consequences) even factoring in for other effects.



**Working in partnership with teachers - Teachers said they felt 'very involved' in supporting the RYDA road safety messages**

# Company Directory

## Road Safety Education Limited (Australia)

### **The Company**

Road Safety Education Limited (RSE) is incorporated under the Corporation Act 2001 as a company limited by guarantee.

RSE is a not for profit company that has developed a suite of road safety education programs specifically designed for youth in the community. The evidence based RSE RYDA 3.0 program is presented by professionals in a community environment, supported by partnerships with Rotary Clubs as well as government agencies, corporate Australia and civil society. RSE also provides the BetterDriver program for employees of corporations. RSE is a registered authority holder under the Charitable fundraising Act 1991.

### **National Program Office**

Level 2, 10A Julius Avenue  
North Ryde  
NSW 2113

### **Directors**

at the date of this financial report  
Kerry Chikarovski, Chair  
A T (Terry) Birss, CEO/Managing Director  
John Loughlin  
Paul Pixton  
Dr Ronald (Keith) Barton  
Edward (Ned) Boyce  
Lynne Wilkinson  
Dr Stuart Boland

### **Executive Officers**

at the date of this financial report  
A T (Terry) Birss, CEO/Managing Director  
Greg Rappo, Director of Program Development  
David Murray, Director of Education

### **Bankers**

Macquarie Bank Limited  
ANZ Banking Group Limited

### **Auditor**

Storey Blackwood  
Level 4, 222 Clarence Street  
Sydney, NSW, 2000

### **Website**

[www.rse.org.au](http://www.rse.org.au)

# Report of the Directors

Road Safety Education Limited & Controlled Entity 30 June 2015

## Introduction

Your directors are pleased to present their financial report, together with the financial statements of the Group, being the Company and its controlled entities, for the financial year ended 30 June 2015. The financial report comprises the financial statements and the notes thereto being the statement of profit or loss and other comprehensive income, statement of financial position as at 30 June 2015, statement of changes in equity and statement of cash flows and notes thereto.

## Directors

The names of the directors in office at any time during, or since the end of, the year are:

- Albert Terence Birss, CEO/Managing Director
- John Loughlin
- Paul Albert Pixton
- Geoffrey McIntyre resigned 31/12/14
- Denis Cortese resigned 01/11/14
- Dr Ronald (Keith) Barton
- Edward (Ned) Boyce
- Kerry Chikarovski, Chair
- Lynne Wilkinson appointed 30/10/14
- Dr Stuart Boland appointed 16/09/15

Directors have been in office since the start of the financial year to the date of this report unless otherwise stated.

## Principal activities

The principal activities of the Group during the financial year were the provision of a road safety education programs for youth which are delivered by professional presenters and facilitated by Rotary Clubs in Australia and New Zealand. RSE is a registered authority holder under the Charitable Fundraising Act 1991.

## Change in State of Affairs

During the financial period there were no significant change in the state of affairs of Road Safety Education Limited and Controlled Entities or of its principal activities except as set out in this report and in the financial statements and notes thereto.

## Short term objectives

The Group's short term objective is to increase the availability of the RSE Programs throughout Australia and New Zealand in partnership with all sectors of society including the community, government agencies and corporations.

## Long term objectives

The Group's long term objective is as the premier road safety educator for youth in Australia and New Zealand to contribute to the reduction of trauma on our roads.

## Strategy for achieving the objectives

To achieve these objectives, the Group has adopted the core strategies of:

- A professional educator engaging with the community;
- Delivering quality, evidence based road safety education programs designed to help facilitate a cultural shift in the perception of, and attitude towards, risk by young people;
- Making, over time, RSE's suite of school programs available to all high schools throughout Australia and New Zealand;
- Marshalling and managing resources to facilitate sustainable operations.

## After balance date events

No matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the Group, the results of those operations or the state of affairs of the Group in future financial years.



# Report of the Directors (cont)

Road Safety Education Limited & Controlled Entity 30 June 2015

## Information on the Directors

Kerry Anne Chikarovski Chair, elected 27/08/2013

Qualifications

B.Ec LLB

Experience

Ms Chikarovski began her career as a solicitor before entering parliament in 1991. In parliament she held the position of Minister for Consumer Affairs. In Government, she held the further portfolios of Assistant Minister of Education, Minister for Industrial Relations, Minister for the Status of Women and Shadow Minister for the Arts, Ethnic Affairs and Women. After four years as Deputy Leader of the NSW Parliamentary Liberal Party, Ms Chikarovski was elected Leader 1998. Since retiring from politics in 2003 Ms Chikarovski has successfully established a career in government relations, as a corporate advisor, event speaker, leadership mentor and media commentator. She is an ambassador for the Egtober Foundation, YWCA NSW and Australian Indigenous Education Foundation and the Chair of NSW Women's Rugby. Directorships include NSW Rugby Union, Waratahs Rugby Union and Humpty Dumpty Foundation.



Albert Terence Birss

CEO/Managing Director  
(Chair 2004 – 2011)

Qualifications

CA(NZ), FCIS, FCSA, FIPA

Experience

Mr Birss was appointed CEO/MD on 1st July 2011 having held the position of Executive Chairman in the prior year. Over a period of approximately 10 years from 2001 to 2011, Mr Birss was Chairman of RSE's predecessor and Chairman of RSE since incorporation in 2004. He is a director of the trustee of the Road Safety Education Foundation, a director Road Safety Education Limited in New Zealand and is a Rotarian and dual Paul Harris Fellow. Before his appointment as CEO/MD, Mr Birss, a member of Chartered Accountants Australia and New



Zealand was an accountant in public practice specialising in the provision of business and financial advice. Mr Birss' experience includes corporate reconstruction and recovery and the establishment of new businesses. His background includes corporate acquisition and consultancy and extensive experience in the finance industry during where he held senior positions in corporate lending, strategy development and risk assessment.

John Loughlin

Experience



Mr Loughlin is the Managing Director of a building contracting company specialising in the construction of sport and leisure facilities for community groups including schools. He has wide experience in business including quality assurance, environment and safety policy, marketing and costing and project management. Mr. Loughlin was instrumental with others in establishing the RSE Program, contributing to policy formulation and implementation in such areas as program content, research, risk assessment, quality assurance and sponsorship and liaison with government and government authorities. Mr Loughlin is a Rotarian.

Paul Albert Pixton

Qualifications

Experience



Dip FP, Certified Financial Planner, JP Mr. Pixton was managing director of a financial planning practice which has been in business for over 20 years in the Hills District of Sydney. He specialised in advice in the superannuation and retirement fields for both corporate and individual clients. Following the sale of this business he is now managing director of a general insurance company. Paul is also involved in charitable works and is a local business leader. He has long

Paul Pixton  
(cont)

involvement with road safety and was one of the founders of the RYDA program. Mr. Pixton is a Rotarian and a Past President of the Rotary Club of Dural.

Dr Ronald (Keith) Barton

Qualifications

BSc(Hons 1), PhD, FTSE

Experience

Dr 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 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. Dr Barton is currently a Non Executive Director of Air Liquide (Australasia) Ltd.



Edward (Ned) Boyce

Qualifications

BA LLB (ANU) FAICD

Experience

Mr Boyce is a Senior Consultant at Hunt & Hunt practising since 1974 in property and commercial law from the Sydney office of the firm. He is a past National Managing partner and chairman of the firm. Mr Boyce is a member of and past president of the Rotary Club of Sydney, a past chairman of the Foundation of a major independent school in Sydney and a past councillor of the Law Society of New South Wales. Mr Boyce is a graduate of an executive education program of the Harvard Business School.



Lynne Wilkinson

Qualifications

BA Hons Grad Dip Fin Mgt.

Experience

Lynne was CEO from 2008 of a national not for profit, The Australian Companies Institute Limited (AUSBUY) representing businesses across many industry sectors which requires active media, lobbying and community engagement. Her business career has provided opportunities to apply communication skills in senior marketing roles



with Myer Property in shopping centres, nationally with Coles and Myer. She has also consulted in agriculture/ food, education and property development. Throughout her career Lynne has been a change agent in organisations working with and through people. As an Infants Teacher for a decade, her skills were acknowledged as a specialist Reading and Communication Adviser in the North Sydney Region. Lynne experienced first hand Rotary's influence on youth as a member of one of the first Rotaract Clubs in Australia, and the opportunity to spend time in the USA under Rotary's auspicious.

Dr Stuart Boland

Qualifications

AM, MB, BS, FRCS, FRACS, FACS, FAMA, FAICD

Experience

A/Prof Boland graduated in Medicine at Sydney University in 1967 and was appointed an Honorary General Surgeon at Sydney Hospital and Mona Vale Hospital in 1975. He served the Medical Profession in a number of roles including as Chairman of the Medical Board at Mona Vale Hospital, subsequently on the Council of the Association of Surgeons and the Australian Council of Health Care Standards, 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 had 10 years as Chairman of Australia's biggest Medical Indemnity Insurer (AVANT) until he retired in 2014. Since 2011 he has taught anatomy at Notre Dame University.



Geoffrey McIntyre

Qualifications

Chairman 2011-2013

Resigned

AM, PSM (S'pore), FAICD, F.Fin  
31 December 2014

Denis Cortese

Qualifications

FCPA

Resigned

1 November 2014

# Report of the Directors (cont)

## Road Safety Education Limited & Controlled Entity 30 June 2015

### Information on the Executive Officers

Albert Terence Birss	CA(NZ), FCIS, FGIA, FIPA CEO/Managing Director
Greg Rappo	B.Sc.Agr. (Hons), FAICD Mr Rappo joined the company in 2008 and was appointed Director of Programs in April 2015. He has a background in sales and marketing that has included a range of senior management positions with multi national corporations including Chevron, Abbott Laboratories and Sumitomo. Greg is an active member of the State Emergency Service (SES) and Past President of the Rotary Club of St Ives.
David Murray	MA, DipTch, Director of Education Mr Murray was appointed Director of Education in February 2013. David has been an education consultant for fifteen years, senior manager at Educating NZ and then Educating Global. His background is in teacher education and he lectured at Victoria University of Wellington, NZ. He has managed road safety education projects in New Zealand, Asia and the Middle East and most recently at Transport for NSW.

### Meetings of directors

During the financial year, seven meetings of directors (including committees of directors) were held. Attendances by each director during the year were as follows:

	Directors Meetings	
	Number eligible to attend	Number attended
Albert Terence Birss	6	6
John Loughlin	6	5
Paul Albert Pixton	6	4
Geoffrey McIntyre	3	2
Denis Cortese	2	2
Ronald (Keith) Barton	6	6
Edward (Ned) Boyce	6	5
Kerry Anne Chikarovski	6	3
Lynne Wilkinson	5	4
Dr Stuart Boland	-	-

### Operating Results

The consolidated loss of the Group amounted to \$ (68,234) (2014: \$ (69,787)).

### Dividends paid or recommended

RSE's constitution prohibits the payment of dividends to equity holders. No dividends were paid or declared since the start of the financial year. No recommendation for payment of dividends has been made.

### Indemnification and insurance of officers and auditors

No indemnities have been given or insurance premiums paid, during or since the end of the financial year, for any person who is or has been an officer or auditor of Road Safety Education Limited and Controlled Entities with the exception of the payment of a premium for directors and officers liability insurance of \$4,023 (2014: \$3,480).

### Proceedings on behalf of company

No person has applied for leave of court to bring proceedings on behalf of the Company or intervene in any proceedings to which the Company is a party for the purpose of taking responsibility on behalf of the Company for all or any part of those proceedings.

The company was not a party to any such proceedings during the year.

### Auditor's independence declaration

The lead auditor's independence declaration in accordance with section 60 40 of the Australian Charities and Not for Profits Commission Act 2012 for the year ended 30 June 2015 has been received and can be found on page 9 of the financial report.

This statement is made in accordance with a resolution of the Directors and is signed for and on behalf of the Directors by K A Chikarovski, Chair and A T Birss, CEO/Managing Director, 30 October 2014.

The reference to page 9 in the preceding paragraph is a reference to the Auditor's Independence Declaration which appears on page 20 of this report. Since the last Concise Annual Report (F2014) there has been no change to biographical information for retired directors Geoffrey McIntyre and Denis Cortese which has not been included due to space constraints.



# Financial Report

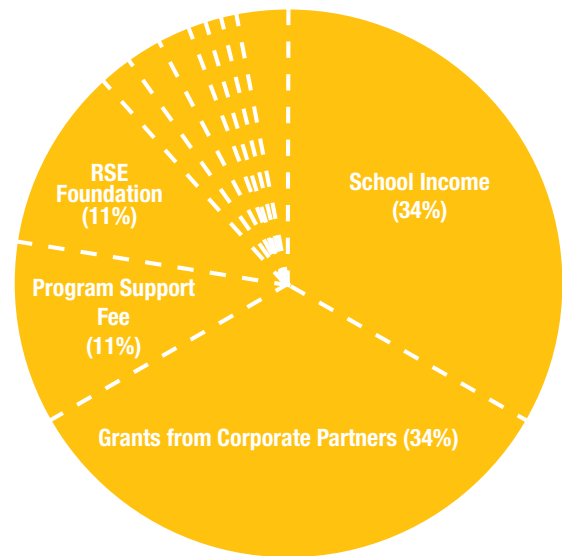
## Income & Expenditure Analysis (the parent)

The annual financial report which includes the audited financial statements of the Company is distributed to members for adoption at the annual general meeting. Set out below is summarised financial information including excerpts from the audited financial statements.

### Income

Total income for the year was	\$3,131,545
Less Program Discounts given	\$1,263,851
<b>Income before Expenditure</b>	<b>\$1,867,694</b>

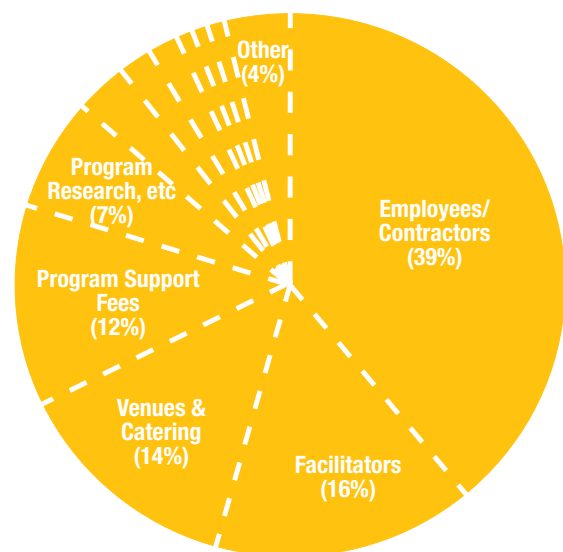
Schools	\$1,898,668	102%
Less discounts given (support from):		
Community, including Rotary	-\$ 370,249	-20%
Corporate Partners	-\$ 881,816	-47%
Special discounts applied	-\$ 11,786	-1%
Grants from Corporate Partners	\$ 628,398	34%
Program Support Fees	\$ 201,321	11%
Distribution from RSE Foundation	\$ 200,000	11%
Grants (Councils)	\$ 39,250	2%
License & Management Fees	\$ 35,000	2%
Grants (Government)	\$ 32,644	2%
Other Sponsorship & Donations	\$ 22,594	1%
Interest Received	\$ 9,407	<1%
Rotary Donations	\$ 8,782	<1%
Other	\$ 55,482	3%



### Expenditure

<b>Total Expenditure</b>	<b>\$1,934,364</b>
--------------------------	--------------------

Employees/Contractors	\$ 750,908	39%
Facilitators	\$ 305,741	16%
Venues & Catering	\$ 265,796	14%
Program Support Fees	\$ 223,955	12%
Program Research, QA & Training	\$ 136,554	7%
Program Venue Materials	\$ 64,921	3%
Communications & Travel	\$ 45,126	2%
IT, Equipment, Depn/Amort., Offices Costs	\$ 35,331	2%
Printing, Advertising, Promotional	\$ 19,465	1%
Interest Fees & Insurance	\$ 9,927	<1%
Accounting & Compliance	\$ 8,400	<1%
Other	\$ 68,239	4%



# Road Safety Education Limited (Australia) Independent Audit Report

## Road Safety Education Limited and Controlled Entities

ABN 17 110 667 706

**Auditor's Independence Declaration**

**To the Directors of Road Safety Education Limited and Controlled Entities**

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2015, there have been no contraventions of:

- (i) the auditor independence requirements as set out in the Australian Charities and Not-for-profits Commission Act 2012 in relation to the audit; and
- (ii) any applicable code of professional conduct in relation to the audit.

Storoy Blackwood

Storey Blackwood  
Level 4, 222 Clarence Street  
Sydney NSW 2000

Sydney NSW 2000  
  
 Geoffrey N. Adcock - Partner

SB

Storey Blackwood

**CHARTERED ACCOUNTANTS**  
ABN 16 495 461 685

ACCOUNTING

Report of the independent auditor on the summary consolidated financial statements to the members of Road Safety Education Limited

## AUDITING

The accompanying summary consolidated financial statements, which comprise the summary consolidated statement of financial position as at 30 June 2015, and the summary consolidated statement of comprehensive income are derived from the audited financial report of Road Safety Education Limited for the year ended 30 June 2015. We expressed an unmodified audit opinion on that financial report in our report dated 29 October 2015.

TAXATION  
SERVICES

That financial report, and the summary consolidated financial statements, do not reflect the effects of events that occurred subsequent to 29 October 2015, the date of our report.

BUSINESS  
CONSULTING

The summary consolidated financial statements do not contain all the disclosures required by the Australian Accounting Standards – Reduced Disclosure Requirements. Reading the summary consolidated financial statements, therefore, is not a substitute for reading the audited financial report of Road Safety Education Limited.

PERSONAL  
SAVING

## Directors' responsibility for the summary financial statements

COMPANY

The directors are responsible for the preparation of a summary of the audited financial report.

LIQUIDATIONS

### Auditor's responsibility

Our responsibility is to express an opinion on the summary consolidated financial statements derived from the audited financial report of Road Safety Education Limited based on our procedures, which were conducted in accordance with Auditing Standard ASA 810 *Engagements to Report on Summary Financial Statements*.

## Opinion

In our opinion, the summary consolidated financial statements derived from the audited financial report of Road Safety Education Limited for the year ended 30 June 2015 are consistent, in all material respects, with that audited financial report.

Stacy Blackwood

Storey Blackwood

Goldwin

Geoffrey N Adcock  
Level 4, 222 Clarence Street  
Sydney NSW 2000

Dated this 20 day of November 2015

**DIRECTORS**  
A JOLLY  
G.M. ALCOCK

LEVEL 4, 222 CLARENCE STREET SYDNEY NSW 2000 - POSTAL ADDRESS: PO BOX Q/88 Q/88 SYDNEY 1230  
TELEPHONE: (02) 9283 4500 FACSIMILE: (02) 9283 4643 EMAIL: [mail@storenbjackson.com.au](mailto:mail@storenbjackson.com.au)  
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# Financial Report

Road Safety Education Limited & Controlled Entity (as at 30 June 2015)

## Statement of Comprehensive Income

	Consolidated		Parent	
	2015	2014	2015	2014
	\$	\$	\$	\$
Sponsorships & grants for program maintenance, development & subsidies	<b>1,171,553</b>	1,102,437	<b>1,092,829</b>	1,095,758
Program school fees & grants for program delivery	<b>2,379,832</b>	2,492,700	<b>2,038,716</b>	2,021,709
<b>TOTAL REVENUE</b>	<b>3,551,385</b>	3,595,137	<b>3,131,545</b>	3,117,467
Less Program discounts given	<b>(1,406,475)</b>	(1,390,645)	<b>(1,263,851)</b>	(1,207,865)
<b>NET REVENUE</b>	<b>2,144,910</b>	2,204,492	<b>1,867,694</b>	1,909,602
Program research, maint., QA & delivery support exp.	<b>(1,244,082)</b>	(836,062)	<b>(1,091,197)</b>	(705,380)
Depreciation and programs amortisation expense	<b>(20,598)</b>	(3,880)	<b>(19,793)</b>	(3,796)
Program delivery expense	<b>(948,464)</b>	(1,434,337)	<b>(823,375)</b>	(1,268,067)
<b>PROFIT/(LOSS) BEFORE INCOME TAX</b>	<b>(68,234)</b>	(69,787)	<b>(66,671)</b>	(67,641)
Income tax expense	-	-	-	-
<b>PROFIT/(LOSS) FOR THE YEAR</b>	<b>(68,234)</b>	(69,787)	<b>(66,671)</b>	(67,641)
<b>OTHER COMPREHENSIVE INCOME</b>				
Exchange difference on translating foreign controlled entities	<b>(908)</b>	1,943	-	-
<b>TOTAL OTHER COMPREHENSIVE INCOME FOR THE YEAR</b>	<b>(908)</b>	1,943	-	-
<b>TOTAL COMPREHENSIVE INCOME FOR THE YEAR</b>	<b>(68,142)</b>	(67,844)	<b>(66,671)</b>	(67,641)

## Statement of Financial Position

### ASSETS

#### CURRENT ASSETS

Cash and cash equivalents	<b>240,997</b>	457,472	<b>222,969</b>	406,785
Trade and other receivables	<b>179,465</b>	145,287	<b>124,401</b>	116,851
<b>TOTAL CURRENT ASSETS</b>	<b>420,462</b>	602,759	<b>347,370</b>	523,636

#### NON-CURRENT ASSETS

Financial assets	<b>800</b>	800	<b>801</b>	801
Plant and equipment	<b>2,888</b>	4,977	<b>2,455</b>	3,676
Intangible assets - education programs	<b>235,267</b>	126,791	<b>235,267</b>	126,791
<b>TOTAL NON-CURRENT ASSETS</b>	<b>238,955</b>	126,791	<b>238,523</b>	131,268
<b>TOTAL ASSETS</b>	<b>659,417</b>	735,327	<b>585,893</b>	654,268

### LIABILITIES

#### CURRENT LIABILITIES

Trade and other payables	<b>231,897</b>	242,410	<b>187,429</b>	192,672
Employee benefits	<b>44,145</b>	60,227	<b>41,114</b>	48,097
Other liabilities	<b>84,938</b>	81,134	<b>75,000</b>	81,134
<b>TOTAL CURRENT LIABILITIES</b>	<b>360,980</b>	383,771	<b>303,543</b>	321,906

#### NON-CURRENT LIABILITIES

Employee benefits	<b>43,322</b>	27,299	<b>43,332</b>	27,299
<b>TOTAL NON-CURRENT LIABILITIES</b>	<b>43,332</b>	27,299	<b>43,332</b>	27,299
<b>TOTAL LIABILITIES</b>	<b>404,302</b>	411,070	<b>346,865</b>	349,205

#### NET ASSETS

<b>NET ASSETS</b>	<b>255,115</b>	324,257	<b>239,028</b>	305,699
<b>EQUITY</b>				
Reserves	<b>9,561</b>	10,469	-	-
Retained surplus	<b>245,554</b>	313,788	<b>239,028</b>	305,699
<b>TOTAL EQUITY</b>	<b>255,115</b>	324,257	<b>239,028</b>	305,699

Excerpts from the audited financial report.



# Company Directory & Directors Report

## Road Safety Education Limited (New Zealand)

### The Company

Road Safety Education Limited (described as RSENZ in this section), was incorporated in 2006 under the Company's Act 1993 (NZ) and is a registered charity under the Charitable Act 2005. RSENZ is a not for profit company delivering road safety education programs specifically designed for youth in the community. The evidence-based RSE RYDA Program is presented by professionals in a community environment supported by partnerships with Rotary Clubs, as well as government agencies and corporate New Zealand.

### Operational Results

The Loss from ordinary activities \$1,748 (NZ currency) (last year (\$2,360) was transferred from reserves.

### Company number

1883589

### Registered Office

McGregor Bailey  
2 Crummer Road  
Ponsonby/ Auckland

### Registered Charitable Entity Number

CC27875

### Shareholder

Road Safety Education Limited (Australia)

### Auditor

McGregor Bailey

### Banker

ASB Bank Limited

### Website

[www.rse.org.nz](http://www.rse.org.nz)

### Directors

The names of the directors in office at any time during, or since the end of, the year are:

A T (Terry) Birss CA(NZ), FCIS, FCSA, FIPA – Chairman  
Mr Birss is a member of Chartered Accountants Australia and New Zealand and has been the a Director since incorporation in 2006.

Alistair Coleman  
Experience



Director since 2011  
Alistair Coleman Director since 2011. Experience: Educated at Otago University, training in finance and marketing, Mr Coleman has significant international experience in manufacturing, marketing, and service businesses and is a business consultant focusing on commercialisation of new products and technologies, strategy, and governance. He is company director and advises companies as they adapt to a new business environment since the Christchurch earthquakes. Mr Coleman is a Rotarian, and previously held CEO and GM positions in a number of significant New Zealand companies.

Ru Tauri  
Experience



Director appointed 24/11/15  
Mr Tauri is Business Development and Initiatives Manager, ANZ having previously held the role of General Manager, RSE NZ. He has an event management and account management background with a special interest in collaboration, grassroots development and stakeholder engagement. He is currently undertaking executive MBA studies via Massey University.

# Financial Report

Road Safety Education Limited (New Zealand) (year ended 30 June 2015)

## Statement of Comprehensive Income

	2015	2014
	\$	\$
<b>REVENUE</b>		
Operating income	525,713	525,725
Other operating income	-	-
Depreciation	(932)	(92)
Finance Costs	(91)	-
Other operating costs	(526,438)	(527,993)
<b>NET LOSS FOR THE YEAR</b>	<b>(1,748)</b>	<b>(2,360)</b>
<b>TOTAL COMPREHENSIVE INCOME</b>	<b>(1,748)</b>	<b>(2,360)</b>

## Statement of Financial Position

<b>CURRENT ASSETS</b>		
Cash and cash equivalents	20,861	55,770
GST refund due	16,279	-
Trade and other receivables	47,294	31,312
<b>TOTAL CURRENT ASSETS</b>	<b>84,434</b>	<b>87,082</b>
<b>NON CURRENT ASSETS</b>		
Property, plant & equipment	501	1,433
<b>TOTAL NON CURRENT ASSETS</b>	<b>501</b>	<b>1,433</b>
<b>TOTAL ASSETS</b>	<b>84,935</b>	<b>88,515</b>
<b>CURRENT LIABILITIES</b>		
GST due for payment	-	2,977
Shareholder's current account	3,499	-
Trade and other payables	59,251	51,763
Employee benefits	3,508	13,350
<b>TOTAL CURRENT LIABILITIES</b>	<b>66,258</b>	<b>68,090</b>
<b>TOTAL LIABILITIES</b>	<b>66,258</b>	<b>68,090</b>
<b>NET ASSETS</b>	<b>18,677</b>	<b>20,425</b>
Represented by		
<b>EQUITY</b>		
Share capital	-	-
Retained earnings	18,677	20,425
<b>TOTAL EQUITY</b>	<b>18,677</b>	<b>20,425</b>

Excerpts from the audited financial report.

An independent audit of the 2014/2015 Financial Report for Road Safety Education Limited has been conducted by McGregor Bailey, Chartered Accountants, 2 Crummer Rd, Grey Lynn 1021, New Zealand.



# Our Partners

## Australia & New Zealand Founding Partner



### Why does BOC support Road Safety Education Limited?

There are no higher priorities for BOC as an organisation, than the health and safety of their employees, customers, suppliers and the broader community. As part of this genuine commitment, they provide their employees with internal safety schemes, such as Safety Toolbox sessions and the BOC Driver Safety Program, which promotes safe driving behaviour 100% of the time.

Road Safety Education Limited therefore has great synergies with BOC's own safe driving culture - and this is why they keenly support the development of this youth education initiative for younger drivers.

BOC became the founding sponsor of the RYDA Program in 2004 when it was a small yet growing Program. Through the sponsorship money BOC have contributed, Road Safety Education Limited has been able to expand the Program from being a local NSW initiative to venues across Australia and New Zealand.

Further information about BOC's products and services can be found at [www.boc.com.au](http://www.boc.com.au).

## Major Partner



Robert Bosch (Australia) Pty. Ltd, a regional subsidiary and part of the global Bosch Group began partnering with RSE in 2015. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." They have been at the cutting edge of the development of many life-saving automotive safety features which has great synergies with RSE's focus on youth road safety.

Further information can be found at: [www.bosch.com.au](http://www.bosch.com.au).

## Australia Major Partner



Toyota Motor Corporation has a long tradition of supporting the community at local and national levels. Toyota Australia's community investment philosophy underpins the global vision and is articulated in the Toyota guiding principles. Their community investment philosophy revolves around working with local communities to strengthen and contribute to society. At the heart of their philanthropic focus is the **Toyota Community Foundation** (TCF) which was established in 2011 to consolidate and build on community contributions and provide a framework for new programs.

Further information about the Toyota Community Foundation can be found at [toyota.com.au/toyota/sustainability/](http://toyota.com.au/toyota/sustainability/).

## New Zealand Co-Founding Partner



**New Zealand Steel** has been a Founding Co-Sponsor of the RYDA Program in NZ since 2007. They support RSE because of the impact road crashes have on young people and their families, and particularly because it's a great fit with their own safety culture. Priority areas for their community support are young people, education and safety, all of which RSE Programs encompass. New Zealand Steel is part of the BlueScope Steel group of companies.

Further information can be found at: [www.nzsteel.co.nz/](http://www.nzsteel.co.nz/).



# Our Partners

## Community Partner - Rotary



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

As the world's first service club organisation, Rotary's membership exceeds 1.2 million in 35,000 clubs in over 200 countries. The RYDA program is coordinated in partnership with Rotary Clubs in Australia and New Zealand. Club members are widely recognised in the community as volunteers who work locally and internationally to improve health, provide education and promote peace under the motto 'Service Above Self'.

### Rotary and RYDA

The active support and close involvement of Rotary is a fundamental aspect in the success of the RYDA program – there are over 1,400 Rotary Clubs with some 38,000 members (Rotarians) located in communities across all cities and rural towns in Australia and New Zealand.

Rotary provides the RYDA Program with access to a vast volunteer support base and introduction to many community groups including schools and local business organisations. Rotary volunteers play a number of important roles at RYDA from coordinating bookings and hosting full programs at regional venues to acting as Day Managers and student guides at our metropolitan venues.

Rotary Clubs also provide direct financial support to the RYDA Program through donations from the community. Importantly, these donations, along with the volunteer time of Rotarians assists us to minimise operational costs and therefore helps to ensure that the RYDA Program remains accessible and affordable for all young people. RSE and Rotary Clubs across Australia and New Zealand are proud to be working together to help make our roads a safer place.



## Police Supporting RYDA



Police officers across Australia and New Zealand play a vital role in providing the RYDA Program. The "Rights & Responsibilities" session at RYDA is a crucial part of the day which benefits greatly from the vast experience and knowledge of Police personnel. The active involvement and support provided by Police greatly enhances the value of the program and the impact of the road safety message on students.

In New South Wales, a team of specially trained School Liaison Police (SLP) are available in regions across the state to assist in conduct of the RYDA Program. NSW Police give the RYDA Program a very high priority and facilitate the "Rights & Responsibilities" session at over 200 program days every year.

The Queensland Police Service Senior Executive has formally endorsed the RYDA Program for police support in that State, bringing Road Safety Education Limited under their "Working Together" umbrella, agreeing to present and promote RYDA within the Service and to relevant stakeholders.



In South Australia, the Commissioner of Police provided his formal approval for South Australia Police to be actively involved in the presentation of the RYDA Program across that State. We also work closely with New Zealand and Tasmanian Police.

RSE greatly values the outstanding support and commitment we receive from the Police Service and we take this opportunity to formally thank them for their continued dedication in helping to make our roads a safer place through their involvement in the RYDA Program.

# Other Sponsors & Supporters

*Every RYDA venue relies on the support & involvement of local Rotary Clubs, businesses and community organisations.  
Please see venue pages at [rse.org.au](http://rse.org.au) for a comprehensive list of local sponsors and supporters.  
We thank the following organisations for their ongoing support of local Programs.*

## **Governments in all Jurisdictions (Australia & NZ)**

### **Including:**

Police authorities  
Departments of Education  
Department of Planning, Transport & Infrastructure, SA  
Department of State Growth, Tas  
Department of Transport & Main Roads, Qld  
New Zealand Transport Agency  
Office of Road Safety, WA  
Roads and Maritime Services, NSW  
School Drug Education & Road Aware, WA  
Transport for NSW

### **Local Government**

*The RYDA program enjoys strong support from local councils at many venues. Significant, ongoing, financial support has been provided by the following:*

Bathurst Regional Council  
Brimbank City Council  
The City of Casey  
Far North REAP  
Fraser Coast Regional Council  
Gold Coast City Council  
The City of Greater Dandenong  
Hawkesbury Council  
The Hills Shire Council  
Hume City Council  
Knox City Council  
Malborough District Council  
Maroondah City Council  
Masterton District Council  
Mount Barker District Council  
Nelson City Council  
Northland Road Safety Trust (Road Safe Northland)  
Selwyn District Council  
Shellharbour City Council  
Tasman District Council  
Timaru District Council  
The City of Whittlesea  
Wyong Shire Council

## **Educational and Community Groups**

Brain Injury Associations, NSW  
Brain Injury Associations, NZ (Central Districts, Nelson, Northland)  
Brain Injury Association of Tasmania  
Canterbury District Health Board  
Christchurch City Mission  
Depression Support Network, Christchurch  
HeadEast  
Headstart Community Access Program  
Headway  
Insight  
Nelson Marlborough and Northland DHB  
Paraplegic Benefit Fund  
Tasmanian Acquired Brain Injury Service  
Volunteers in Policing (Illawarra)  
YouthSafe

## **Corporations, Clubs and Foundations**

### *major contributors*

3M  
Alexander Group  
Bass Coast Cycle Challenge  
Bendigo Bank (Ettalong, Galston, Gosford, Kincumber, Leichhardt, Lisarow, Mt Gambier, Sth Grafton, Wyong)  
Club Five Dock RSL  
David Levene Foundation  
Eastern & Central Community Trust  
The Epping Club  
Hawkesbury Liquor Accord  
LTrent  
Masterton Lands Trust  
NSW Club Grants (Auburn Tennis & Recreation Club, Bermagui Country Club, Chatswood RSL Club, Club Five Dock RSL, City Tattersalls Club, Club Sapphire Merimbula, Dora Creek & District Workers Club, Dubbo RSL Club, Easts Leisure & Golf Club (Maitland), Leeton Soldiers Club Merimbula RSL, Mosman RSL Club, NSW Leagues' Club, Penrith RSL Club)  
Royal Automobile Association of South Australia Inc  
Slater & Gordon Lawyers  
Stadiums Queensland  
Sydney International Regatta Centre  
Sydney Olympic Park Authority  
Tomago Aluminium  
Transurban



We thank the many **councils, governments, corporations, organisations, clubs** and **foundations** for financial and in-kind donations, the **schools** who continue to prioritise road safety education for their students, the **teachers** who coordinate and attend the excursion, the **facilitators** who give their time to train for and deliver the sessions, the **crash survivors** who re-visit their traumatic injury in the hopes that their story will make a difference; and the hundreds of individual **Rotary volunteers** who give their time tirelessly

## **RSE - A WHOLE OF COMMUNITY RESPONSE TO A WHOLE COMMUNITY PROBLEM**

### **Corporations, Clubs and Foundations**

#### *other supporters*

A1 Driving School, ACE Traffic Control, Adamstown Rider Training Centre, Aotearoa Driving Academy, Archibald & Shorter Roverland, Archibald Motors, Avondale Racecourse, Avon City Ford, Aware Driving, Bananacoast Community Credit Union, Bega Valley Motors, Black and White Taxis (Cairns), Black Toyota Oakey, Bob Jane T-Mart (various locations), BNT Ltd, Boots Construction, Brian Hilton Motor Group, Bruce Harris Construction, Burdekin Motors, Camp Clayton Management, Cardiff Toyota, Cargill Processing Ltd, Cataline Country Club, Cater and Blumer, C.ex Woolgoolga, City Hope Church, Clare Sports Club, Coates Hire (various locations), CMI Toyota (Portside), CMT Queenstown, Coachhouse Marina Resort, GOGS (various locations), Coonabarabran Race Course, Country Rugby League, Cowra Motors, Cowra PCYC, Cowra Services Club, CTC Kingaroy, Cullen Holden (Taree), Dargaville Ford, Dargaville Racing Club, David Nelmes & Associates (Yamba), Don Elvy, Donnelly Park, Don West Toyota, Dubbo City Toyota, Dyson Group of Companies, Flexihire (Airlie Beach), Flinders University, FLT Pty Ltd, Fulton Hogan, Gary Crick Autos, Glasshouse Country Coaches, Graduate School of Motoring, Grand Prix Mazda (Aspley), Grey Lynn Branch (John Andrew Ford & Mazda), Hampel Woodards, HART, The 'House With No Steps' (Noosa), Inglebrae Meats, Ireland Holden, JBS Swift, John Andrew Ford & Mazda, John Davis Motors, Juken New Zealand Ltd, Kaitaia Budgeting Services, Klosters Group, Koch Financial Services, Leeton Toyota, Logan Metro Sports Complex, McDonalds (various locations), McIlroy Auto Group, Mackay Motor Traders - MTAQ, Maclean Bowling Club, Maguires, Manfeild Venue, Mareeba Leagues Club, Mareeba Mazda & Mitsubishi, Mark Dodge Autos, Max Orman Toyota, McLean Office Furniture, Mike Blewitt Ford, Mike Carney Toyota, Milbrae Quarries, Mission Australia, MMG Rosebery, Moruya Jockey Club, Mossman Canegrowers, Mossman Show Society, Mt Smart Stadium, Murrumbidgee Irrigation, Net Know How, Newcastle Permanent Building Society, New Hope Coal (Oakley), Noosa Classic Car Club, North Harbour Ford, North Harbour Stadium, NRMA (Central Coast), OGR Trucks, O'Halloran Motors, Orange PCYC, Pacific Motorgroup Whangarei, Paeroa Racecourse, Patterson Cheney Toyota, People Potential, Performance Automobiles, Petersons Kaikohe, Pickering Corporation, Plaza Holden (Modbury), Port City Autos, Primary Industries & Resources of SA, Pukekohe Honda, Pukekohe Netball Centre, QBE Stadium, Renton Motors, Richers Transport, Riding for the Disabled, Rightway Driving School (formerly Coastwide), Road Trauma Support, Royal Automobile Club Tasmania, Royal Hobart Show Society, Sandy Foot Pizza Cafe, Sapphire Coast Kart Club, Sime Darby/Peugeot, Simply Smashing Auto Repairs, Skill 360, Smiths Mid North Motor Co, South Auckland Motors, South Coast Ford, Solway Copthorne, Solway Showgrounds, Stahmann Farms, State Emergency Service (various locations), Steinborner Holden, Stubbs Bus Service, Sunshine Coast Turf Club, Sunshine Toyota, Surf Life Saving, Qld, Sydney Olympic Park Tennis Centre, Symmons Plains Raceway, Taree Race Club, Tas Motor Accident Insurance Board (MAIB), THINK, NZ, Tilford Motors, Tocal College Campus (Paterson), Toyota Auto Corner (Mackay), Toyota NZ, Trans North Bus & Coach, Trillian Trust, Trust House Foundation, Vodafone Warriors, Vodafone Pacific Arena, Wagga Motors, Wagga Rugby League, WAGGS Holden (Masterton), Wairarapa Road Safety Council, Waitakere Trusts Arena, Werri Driver Training, West Coast Road Safety Council, Whaioro Trust, Wippell's Autos, Woolgoolga Community Centre, Wyong Race Course, Yamba Sports Centre, Z Energy

### **Individual Giving**

staff of Johnston Grocke Business & Financial Services, management and staff of Georgina Hostel and Aged Care Facility in memory of Stuart Kennedy, the friends and family of Oscar Wittig



# Directory & Trustee's Report

## Road Safety Education Foundation

### The Foundation

Road Safety Education Foundation is an endowment trust formed in 2009 to help sustain the aim of Road Safety Education Limited. Road Safety Education Foundation is a registered authority holder under the Charitable Fundraising Act 1991.

### Operational Results & Distribution to Beneficiary

The Foundation recorded a profit of \$9,955 before a distribution to Road Safety Education Limited of \$200,000.

### Trust Corpus

The corpus of the Trust Fund including retained earnings, as at 30 June 2015, amounting to \$76,640 (last year \$266,685).

### Principal Office

Level 2, 10A Julius Avenue  
North Ryde NSW 2113

### Trustee

Road Safety Education Foundation Pty Limited is incorporated under the Corporations Act 2001.

### Directors (at the date of this financial report)

Geoffrey McIntyre  
Qualifications  
Experience



Chairman  
AM, PSM (S'pore), FAICD, F.Fin  
Mr. McIntyre is the former non executive Chairman of the Bank of China Australia Limited. His business career has been in banking having held senior executive positions in Australian and Singaporean banks. He is a Past President of Alzheimers Australia NSW and was a Board member from 2002. A member of the Rotary Club of Sydney since 1984 and President in 1998 99 he was made a Paul Harris Fellow in 2000. He was made a Member (AM) in the General Division of the Order of Australia in January 2005 for his service to business and finance, to the promotion of international relations and to the community.

A T (Terry) Birss  
Edward (Ned) Boyce

### Bankers

Macquarie Limited

### Auditor

Storey Blackwood  
Level 4, 222 Clarence Street  
Sydney, NSW 2000

### Website

[www.rse.org.au](http://www.rse.org.au)

### Patron

The Honourable Sir William Deane

Qualifications  
Experience



AC KBE

Sir William Deane was called to the Bar in 1957 and appointed Queen's Counsel in 1966. In 1977 Sir William was appointed a judge in the Equity Division of the Supreme Court of New South Wales and judge of the Federal Court of Australia and the President of the Australian Trade Practices Tribunal. In July 1982, he was appointed a Justice of the High Court of Australia and served on that court until 10 November 1995. Sir William was sworn in as Australia's 22nd Governor-General on 16 February 1996 and served until 2001. He was appointed a Knight of the British Empire in 1982 and a Companion in the Order of Australia in 1988. Sir William was a Rotary Ambassadorial Scholar and is an Honorary member of the Rotary Club of Sydney.

### Vice Patrons

- Gillian Moore AO BA MA DipEd, Principal of the Pymble Ladies' College from 1989 until 2007.
- Kenneth Moroney AO, APM, MBA, Commissioner of the NSW Police Force from 2002 until 2007.
- A/Prof Dr Brian Owler MB BS BSc(Med)(Hons) PhD FRACS, an adult and pediatric neurosurgeon based at Westmead Hospital.
- The Hon James Wood AO, QC, Judge of the NSW Supreme Court including Chief Judge at Common Law from 1984 until 2005 and currently Chairman of the NSW Law Reform Commission.



# The Road Safety Education Team

## Australia

### **Terry Birss, CEO/Managing Director**

Previously Executive Chairman, Mr Birss was appointed CEO/Managing Director in July 2011 to manage the affairs of the Company. His duties include implementation and management of policy and strategic plans especially in relation to program veracity, financial and risk management and stakeholder relationships.

### **Greg Rappo, Director of Programs**

Commencing in January 2008, Greg's key responsibility is to expand the RYDA Program on a National basis. Greg works closely with Rotary Clubs and other stakeholders to establish and support RYDA venues and provides general marketing support to promote continued growth of RSE's Programs.

### **David Murray, Director of Education**

Commencing in February 2013, David is responsible for the quality and effectiveness of all RSE program content including research, development and evaluation.

### **Brooke O'Donnell, National Operations Manager**

Brooke joined RSE in January 2006 and currently oversees the operations of the company. Brooke's role includes support of all Programs, recruitment and training, production of promotional materials, quality control of Program delivery and financial management of venues.

### **Jennifer Smith, Program Administrator**

Jennifer joined the Company in May 2015 and has responsibility for supporting all RYDA venues, coordinating facilitator training and providing administrative support.

## **New Zealand Management**

Ru Tauri joined the company in March 2011 overseeing the operations of the New Zealand business - working closely with stakeholders and Rotary Clubs, supporting the operation of all programs, including training, recruitment, quality control and financial management. Following Ru's resignation in July he was appointed to the New Zealand board, handing over this role at that time to Simone Randle, Programme Manager.

### **Jane Ward, Office Administrator (Part Time)**

Commencing in March 2010, Jane's responsibility is to administer program resources (including Day Books, student wristbands, posters, etc) to all RYDA venues, nationally.

### **RYDA Venue Coordinators**

Our venue coordinators have the responsibility of ensuring our metropolitan venues run efficiently and effectively. Their role includes booking schools and facilitators as well as attending each program day for quality assurance.

### **Leonie Bosworth, Sydney**

Leonie joined RSE in February 2009, taking on the responsibility for some of RYDA's largest metropolitan venues (Penrith, St Ives and Sydney Olympic Park). She also provides assistance to the Central Coast and Illawarra venues.

### **Catherine Smith, Melbourne**

Commencing in January 2012, Catherine is responsible for the three Melbourne metropolitan venues (Bayswater, Broadmeadows and Springvale) and two regional Victorian venues, Leongatha and Phillip Island.

### **Hannah Olsen, Brisbane**

Hannah joined RSE in June 2014, taking on the responsibility for the three Brisbane metropolitan venues (Chandler, Ipswich, Gold Coast and Logan) and also provides assistance to Sunshine Coast Programs.

### **New Zealand (Part Time)**

The team works with a pool of venue coordinators including Pearl Newman and previously, Simone Randle.



“The presenters were of a very high quality and the feedback from the students during our debrief back at school was extremely encouraging. Nothing beats real life education and that was exactly what the students participated in today. It would take us weeks to get across what each of the experts manage to do in 30 minutes.”  
(Teacher, Burdekin Catholic High School, QLD, Aus)



"As a neurosurgeon I often see the tragic outcome of road crashes that could have been prevented by drivers making better choices. This is why I am pleased to be closely involved in outstanding road safety initiatives such as the NSW Government "Don't Rush Campaign" and the Road Safety Education Limited "RYDA Program" that are helping everyone to choose wisely on the roads.

Everyone thinks road trauma can't happen to them but I know it can - and it does. Broken bodies and broken lives go hand in hand with the choices we make on the road. I have seen it time and time again and it has to stop.

Youth road trauma is a major community problem, a huge economic cost and a tragedy for families when it hits 'home'. We must be providing our most at risk drivers and their passengers with the best possible road safety education to help them make better choices when on the road. As the pre-eminent road safety educator of youth in Australasia, Road Safety Education Limited's programs for novice drivers and passengers are evidence based and designed to comply with government guidelines."

A/Prof Dr Brian Owler  
President of the Australian Medical Association, Vice  
Patron Road Safety Education Foundation

# Road Safety Education Limited

## Group Directory

### Directors - Australia

**Kerry Chikarovski B.Ec LLB – Chair** is the former Leader of the NSW Parliamentary Liberal Party.

**A T (Terry) Birss CA(NZ), FCIS, FGIA, FIPA – CEO/Managing Director**, previously Chairman since incorporation.

**John Loughlin** is Proprietor of a construction company specialising in facilities for community groups including schools.

**Paul Pixton Dip FP, JP** is the MD of a general insurance company.

**Ronald (Keith) Barton BSc (Hons 1), PhD, FTSE** retired as CEO & MD and director of major corporations in Australia.

**Edward (Ned) Boyce BA LLB (ANU) FAICD** is a Senior Consultant to Hunt & Hunt practising in property and commercial law.

**Lynne Wilkinson BA Hons Grad Dip Fin Mgt** is a company director and former CEO of The Australian Companies Institute Limited (AUSBUY).

**Stuart Boland AM MB BS FRCS FRACS FACS FAMA FAICD** is a retired surgeon and former Chair of AVANT (medical indemnity insurer).

### Directors - New Zealand

**A T (Terry) Birss**

**Alistair Coleman** is a retired CEO.  
**Ru Tauri** is the former GM, RSE NZ. Currently ANZ Bank executive.

### Advisory Council

**Professor Barry Watson, PhD** is an Adjunct Professor in the Faculty of Health at the Centre for Accident Research and Road Safety - Qld (CARRS-Q) and responsible for the overall management and strategic direction of the Centre. He has over 25 years experience in road safety research and policy development.

**Associate Professor Teresa Senserrick, PhD** is a member of the Transport and Road Safety (TARS) Research Group, University of New South Wales. Teresa was trained in Developmental Psychology and has two decades of experience in health and safety research. She is a world renowned expert in novice driver research.

**Dr Neale Kinnear, PhD, BSc (Hons), CAD** is a principal psychologist in the study of human behaviour and transport for the Transport Research Laboratory of UK. He has extensive knowledge of international scientific literature in relation to driver behaviour particularly that of young and novice drivers, Graduated Driver Licensing, training and education.

**Associate Professor Samuel Charlton, PhD, MA, BA** is Head of the School of Psychology at the University of Waikato in New Zealand and has been a member of the Traffic and Road Safety Research Group (TARS) for over 20 years where his work has examined a wide range of driver related issues.

### Foundation

#### Patron

**The Honourable Sir William Deane AC KBE** is the former Governor General of Australia (1996-2001) and Justice of the High Court of Australia (1982-1995).

#### Vice Patrons

**Gillian Moore AO BA MA DipEd**, Principal of the Pymble Ladies' College from 1989 until 2007.

**Kenneth Moroney AO, APM, MBA**, Commissioner of the NSW Police Force from 2002 until 2007.

**A/Prof Dr Brian Owler MB BS BSc(Med)(Hons) PhD FRACS**, an adult and pediatric neurosurgeon based at Westmead Hospital and President of the AMA.

**The Hon James Wood AO, QC**, Former Judge of the NSW Supreme Court and currently Chairman of the NSW Law Reform Commission.

#### Directors of the Corporate Trustee

**Geoffrey McIntyre AM, PSM (S'pore), FAICD, F.Fin - Chair** retired as Chairman of the Bank of China Limited, Australia and previous Chair of RSE Ltd Aus.  
**A T (Terry) Birss**  
**Edward (Ned) Boyce**

*as at 29 October 2015*

In Australia & New Zealand  
Founding Sponsor



In Australia



In Australia & New Zealand



In New Zealand  
Co-Founding Sponsor



Community Partner



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

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**making our roads a safer place**

**Australia**

Road Safety Education Limited  
ABN: 17 110 667 706

[www.rse.org.au](http://www.rse.org.au)

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E [info@rse.org.au](mailto:info@rse.org.au)

**New Zealand**

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Registered Charitable Entity:  
CC27875

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