Safe Together: promoting mutual respect
Melinda Jacobsen - General Manager
Overview

- Amy Gillett Foundation Overview
- Context - factors conspiring in our favour
- “Share the Road” campaigns around the states
- AGF strategies to promote mutual respect
Amy Gillett Foundation

- **Genesis:** tragic accident in Germany 2005
- **Objective:** reduce injury and death between cyclists and motorists
- **Promote:** safe and responsible road use and shared respect via education, research, awareness and advocacy strategies
- **Contributing:** to the National Road Safety Strategy via strong, positive partnerships established with industry stakeholders
Factors conspiring in our favour

- Australia is now the fattest nation ‘per capita’
- Over past 30 years, the motor vehicle fleet in Australia has increased by 151%, whilst the population has only increased by 50%
- Public transport patronage in Melbourne has increased 40% since 2005
- 1.4 million bicycles sold in 2007. Cycling now 4th most popular form of physical activity
- In short - cycling is a healthy, cost effective, environmentally friendly activity
Mutual Respect?

The CARSguide.com.au online survey has found cyclists are the most hated road users at 28 percent. Courier Mail - 11/8/07

"Road rage seems to occur with or without provocation, and regardless of whether cyclists are riding in a law abiding way, or slowing down traffic." SMH 8/5/08
Share the Road Campaigns

South Australia & Queensland

- Sporadic intervention
- Usually overshadowed by focus on “Big Five” road trauma factors
- Not consistent across the country

Victoria +

Western Australia

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Safe together
Distributed widely via Pacific Brands, numerous events, cycling associations, DTEI (registration renewals), and in conjunction with other AGF activities.
AGF Strategies - Road Right

- Target Audience: learner drivers
- Aim: increase knowledge about car/bicycle road rules and encourage healthy driving habits
- Program Partners:
  - Volvo, Oakley, Malvern Star & Everlast, Hogs Breath, Val Morgan
  - ATSB, ADTA, State Licensing Authorities & RAAs
- Commenced: August 2007
- Year 1 - over 24,600 entries
- 65% entries answered all questions correctly
- Most referrals via driving instructor, internet or friend

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AGF Strategies - Ride Right

- Target audience: Parents (primary purchaser) & children (primary influencer)
- Aim: assist parents and others to buy the ride bike, helmet and safety gear
- Program Partners: Big W & Pacific Brands
- Commenced: August 2008 in catalogue
- In-store to commence late 2008
- www.rideright.com.au
AGF Strategies: AustCycle

- Target Audience: school children and beginner/novice adult riders
- Aim:
  - reduce incidence of injury & death through better cycling education;
  - increase the number and amount of people cycling
- Program Partners: CA & BFA
- National cycling training framework that support local training providers to deliver “AustCycle” skills training in their local community
- DECC, DEWHA & Thyne Reid Foundation generous in ‘seed’ funding
- Pilot projects to commence from September 2008
AGF Strategies - ‘in the pipeline’

- CSA #2
  - Educating road users to adopt certain behaviours:
    - Motorists - to allow at least 1m when overtaking

- Road Respect
  - Target Audience: commuting cyclists and motorists
  - Aim: encourage “looking out for your work mates” as you travel to and from work
  - Surveys underway to gather ‘extent of problem’ information and material to inform program resources
Further information

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