

Australian Driver Trainers Association Victoria

2016 ROAD SAFETY CAMPAIGN

MEDIA RELEASE

Introduction

As part of this year's National Road Safety Week the President of ADTAV Stan Gates and the Minister for Road Safety the Honourable Luke Donnellan MP launched ADTAV's 2016 Road Safety Campaign designed to raise community awareness of the need to involve supervising drivers in driving lessons with their young drivers.

In launching the campaign Minister Donnellan said "despite a decrease in the number of young lives lost over the years, young newly licensed drivers still represent a high-risk group and road crashes continue to be a leading cause of death for people aged 18 to 25 years".

"The Government is committed to improving youth road safety and the \$146m Young Driver Safety Package is a key component of that commitment," said Minister Donnellan.

Background

During 2015, the ADTAV Council confirmed its strategic direction – to increase its members' professionalism and raise public awareness of its contribution to driver training and road safety. "ADTAV recognises that it has a broader role to play in road safety by ensuring safe drivers for life" says ADTAV's Chief Executive, Jenny Ravlic.

Road Safety Initiative

ADTAV Council recently determined to launch a road safety initiative during this year's Road Safety Week focusing on training opportunities for learner permit holders with their supervising drivers.

ADTAV's 2016 Road Safety Campaign is designed to recognise the shared responsibility for developing safe drivers:

- professional driver trainers being responsible for development of skills and acquisition of knowledge; and
- supervising drivers being responsible for the application of skills and knowledge through 120 hours of driving experience.

Minister Donnellan went on to say "for most young people, parents play the key role of supervising driver and professional driver trainers can greatly enhance this partnership".

Supervising Drivers

For most supervising drivers it has been some 20 years since they sat for their driving licence. Many things have changed in that time such as road rules, in-car technology, approaches to driver training and education on the impact of alcohol, drugs, fatigue and mobile devices.

ADTAV's Campaign is designed to reinforce and improve the skills and knowledge of supervising drivers while developing the skills and knowledge of young drivers. This can best be achieved when supervising drivers accompany young drivers on professional driving lessons.

The key objective of the Campaign is to encourage supervising drivers to accompany young drivers on their lessons, to be exposed to the young drivers' development. This will ensure ongoing consistency of instruction and maintenance of key messages delivered to the young driver by the professional driver trainer and reinforced by the supervising driver.

**"We want the supervising drivers to be the best they can be
by joining their young drivers on their lessons"
says ADTAV's President, Stan Gates.**

Ongoing Activity – Regional Events

This yearlong campaign will include monthly activity and regional events designed to encourage supervising drivers to accompany their young drivers on their lessons to see the difference and value professional driver trainers bring to training young drivers to drive safely.

“With some 500 ADTAV members delivering 420,000 lessons annually to 70,000 learners there is significant opportunity for ADTAV’s message to be effectively communicated to supervising drivers” says Stan Gates.

Campaign DL flyers will be handed out on the last Friday of each month to young drivers acknowledging the shared responsibility for developing “safe drivers for life” and promoting the participation of supervising drivers.

Conclusion

- This is very much a community awareness campaign designed to increase the participation of supervising drivers in driving lessons with their young drivers.
- Our recent research showed that only 10% of lessons with young drivers were accompanied by a supervising driver
- We would like to increase the participation of supervising drivers to ensure they are exposed to the latest driving techniques and road law
- Driving lessons will have the dual benefit of developing the knowledge and skills of young drivers as well as refreshing the knowledge and skills of supervising drivers

Further Information

For further information or clarification on ADTAV’s Road Safety Initiative, please contact Stan Gates or Jenny Ravlic on 9809 5777 or info@adtav.org.au.



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