



POST-EVENT SUMMARY OF SYMPOSIA AND WORKSHOPS AT ARSC2016

(As at 19 September 2016)

Wednesday 7 September: 3:30pm – 5:00pm

Room: Royal

Symposium

Gruen Transfer: The Road Safety Pitch

Key Organisers:

Kate Mckevitt & Marilyn Johnson

Amy Gillett Foundation

kmckevitt@amygillett.org.au, marilyn.johnson@monash.edu

Overview:

This symposium brought together road safety pitches developed by university students in answer to the brief 'how do we tackle the sense of entitlement on Australians roads?' Students tackled the issue of how we can help people start to move from the attitude of, 'to get where I want' to 'everyone getting to where they want safely'. The Gruen Transfer, the ABC television program, was the model for this symposium and included a facilitated discussion on the content of the student pitches with an expert panel and people's choice award.

This symposium had several key intentions:

- Engage new, fresh approaches to a complex road safety question
- Create a space for creativity in road safety and at the conference
- Explore disruptive formats to provide relief from the traditional conference 'speaking at' the audience approach
- Provide a vehicle for expanding how we approach road safety through: new collaborations (advertising agency), new disciplines (advertising, marketing, communications, media production), increase awareness of the road safety conference to new researchers/practitioners
- Create content that could be used beyond the life of the conference (winning entries)
- Increase public awareness and engagement on a specific issue (public vote)
- Strengthen collaborative relationships with the AGF and the conference

Summary/Outcome:

Unexpected ideas/insights

- Quality of student entries
The concepts, execution and post-production was much higher than we had anticipated.
- Support from McCann advertising agency
McCann have been incredibly generous in their support of the major prize (1 week internship at their office in either Sydney or Melbourne for the winning team).
- Public engagement through People's Choice award
We received over 900 votes and there was enthusiastic response/support from the public and media outlets. If we repeat this session, we would plan for this earlier to maximise exposure

This was a very positive experience from the AGF perspective and highlighted the willingness of organisations not typically invited to engage in road safety to participate, create and provide support. It's an example of how a less-traditional format can start new conversations and start/strengthen collaborations.

Main points for the AGF

- 'a spoonful of sugar helps the medicine go down'
Under the guise of 'entertainment' the session provided some insightful and nuanced insight into road safety that was discipline agnostic and productively progressed our conversation about the topic of entitlement on our roads.
- Successful format we have plans to repeat
There were many learnings for the AGF and we can see how this format can be improved (pre-conf, on the day and post-conf).

Main points for the audience

- Humour can be successfully used in road safety
- Fresh insights can come from outside the traditional disciplines of 'authority'
- Sometimes conferences can be both informative and fun 😊