The Australasian College of Road Safety and the RAC invite you to a seminar and panel discussion on road safety advertising.

Where: RAC, 832 Wellington St, West Perth
When: 9.30 - 11.30, Friday 7th November, 2014 (morning tea provided)

Facilitated by:
Lauchlan McIntosh, ACRS National President

RSVP to: Paul Roberts paul.roberts@arrb.com.au
**The power of positive**

Al Taylor, Group Managing Director, 303 LOWE.

Al is one of the most experienced practitioners in WA with a reputation for developing exceptional client relationships coupled with great business management and strategic skills. In the last decade he has emerged as a leading thinker in social marketing and public education communications and has been the strategic architect and driving force behind numerous award winning local and national campaigns. He has worked with the Federal Government on a variety of national social marketing campaigns including ‘Measure Up’, DisabilityCare Australia, Asthma Awareness and Binge Drinking as well as with Queensland, NSW, ACT, The Cancer Council and Heart Foundation on numerous state based social marketing campaigns including the award whamming Go for 2&5’ campaign. He is currently on the board of the National Communications Council, as well as a number of other influential committees and boards around WA. He is also officially WA’s ‘Ad Person of the Year in 2013’ (as awarded by Campaign Brief).

**The Role of Market Research in Road Safety Campaign Development and Evaluation**

Chris Batini (BA, Hons), Principal, Painted Dog.

Chris Batini is a Principal and owner of Painted Dog Research and has an Honors degree in Psychology. His research experience spans 28 years from 1987 to 2014 working in areas of academia, government and private industry, and has covered a broad range of areas in consumer, social and corporate markets. Prior to joining Painted Dog Research in 2009, Chris was with TNS Perth (formerly Donovan Research) for 16 years from 1992 to 2008 where he was the Managing Director from 2002 to 2008.

Chris has consulted to a wide range of ‘blue chip’ clients in the private and public sector but has a particular interest with projects in the government and transport sectors. His most recent and on-going clients include Transperth (19 years as primary research consultant, 1995 to present), Transwa (14 years as primary research consultant, 2000 to present), WA Office of Road Safety (12 years as primary research consultant, 1997 to 2008), with Main Roads WA / Austroads, Bikewest and the Department of Transport from 2009 to present.

Chris is a full member and former committee member of the Australian Marketing and Social Research Society (WA division) and was one of the first in WA to receive QPMR (Qualified Practicing Market Researcher) accreditation when launched in 2000.

**Self-regulation of motor vehicle advertising: Still not working for Australia**

Dr Robyn Ouschan, Senior Lecturer, Curtin University, School of Marketing.

Dr Robyn Ouschan is a Senior Lecturer at Curtin University, School of Marketing. She is an accomplished researcher in the social marketing and services marketing area and has published co-authored papers on advertising policy and regulation for alcohol and motor vehicles. Research she has undertaken with colleagues in the alcohol marketing area and a recent conclusive study on motor vehicle advertising clearly reveals greater efforts are needed to ensure compliance with the Federal Chamber of Automotive Industries Advertising for Motor Vehicles Voluntary Code of Practice (the FCAI Code). Robyn will provide a critical update on the Advertising Standards Bureau dealings with complaints about Motor Vehicle advertising.