

## Concise Annual Report **2017**



*Providers of*

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

## From a position of industry leadership...

**OUR VISION** Zero Youth Road Trauma

**OUR MISSION** To provide evidence-based road safety education that saves lives by supporting the development of a road safety culture across the generations

**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 twelve years.

Last year 265 young people aged 17-25 years old were killed on the road in Australia and 81 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.

It is very encouraging to note that the number of young people killed in road crashes in Australia and New Zealand has fallen from 538 in 2006 to 346 last year – a reduction of 36% 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 significant difference however there is still the challenge that young people as drivers and passengers continue to be over represented in road crash statistics.

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 2017

### table of contents

---

Chair's Message	3
CEO/Managing Director's Report	4
RYDA - Venues & Student Attendance	7
RSE Advisory Council	8
Best Practice in Road Safety Education	9
RSE Program Guide	10
The Broad Impact of RSE Programs - Social Impact Study	11
Road Safety Education Limited (Australia)	
- Company Directory	14
- Report of the Directors	15
- Financial Report	19
Road Safety Education Limited (New Zealand)	
- Company Directory & Report of the Directors	22
- Financial Report	23
Partners & Supporters	24
Road Safety Education Foundation	
- Directory & Trustee's Report	28
- Financial Report	29
The Road Safety Education Team	30
Group Directory (inside back cover)	

---





# Chair's Message

## Kerry Chikarovski

It has been an exciting and very successful year for Road Safety Education Limited (RSE) and this was highlighted in May this year when we celebrated an amazing milestone of the 500,000th student to attend the RYDA Program. Providing RYDA to over half-a-million students is certainly a glowing reflection of how RSE strives to deliver on our mission to provide evidence based road safety education that saves lives with a focus on our most vulnerable young drivers and passengers.

I am encouraged that an increasing number of schools and road safety authorities are recognising that the RYDA Program gives students critical information and strategies that do not come from driving lessons, books or the school classroom. **RYDA provides senior high school students with a unique opportunity to intensively engage in an interactive environment designed to change the way they think about road safety and to lay the foundation for safe road use throughout their lives.**

Any educational program must be subject to critical review and revision - I am pleased that our ongoing research and evaluation under the guidance of RSE's Advisory Council of leading road safety experts saw the release of "RYDA 3.2" in early 2017. Importantly the feedback from teachers, students and facilitators also plays a role in the process to ensure that the RYDA Program remains at the cutting edge of road safety education for senior high school students.

**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.**

Importantly, the RYDA program complements and reinforces government and community road safety measures and plays a critical role in filling the gaps where there are no established measures, thereby helping to reduce the burden on health, infrastructure and human costs.

A key to the success of RSE and the RYDA Program is the exceptional level of community engagement achieved through state governments, local Councils, Police, parents and the broad school community. This was taken to a higher level this year with our very active participation in the Fourth UN Global Road Safety Week and many related initiatives involving the "Yellow Ribbon" as a tangible symbol to encourage all in the community to make a commitment to road safety.

Having a program that is affordable and accessible is essential and this would not be possible without the financial and in-kind support of many organisations, especially our Founding Partner BOC and Major Sponsors Toyota Australia, New Zealand Steel and Bridgestone. To all those who do so much to support our cause, we extend 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 also convey our deep appreciation to RSE Ambassadors Peter Frazer and Andrew Morley, the members of the RSE Advisory Council, our Patron Sir William Deane and all our Vice Patrons for their greatly valued help and support with our endeavours.

Finally I wish to thank my fellow Directors for their support during the year and on behalf of the Board express our appreciation to CEO & Managing Director Terry Birss and his team for their ongoing commitment to our vision of "Zero Youth Trauma".

**Kerry Chikarovski**  
**Chair**  
**December 2017**

# CEO/Managing Director's Report

Terry Birss

During the year RSE continued to play a leading role through its RYDA education program for senior high school students throughout Australia and New Zealand. During May 2017, we celebrated 500,000 RYDA graduates – a significant achievement.

RYDA is unique in that it mobilises community engagement whilst delivering a professional program, through face to face, interactive and personalised workshops. These workshops, which are delivered by trained facilitators, are also designed to empower teachers back in the classroom. Learning outcomes are improved where the RYDA program is utilised by schools and teachers as an important tool within the education curriculum.

RYDA has the benefit of guidance from our Advisory Council – consisting of international experts. Through our evaluation process, gaps in student knowledge can be identified and filled. Knowledge, absent the direction and motivation to use it, changes nothing but our evaluations indicate an overwhelming majority of students and teachers are motivated to turn that knowledge into changed behaviour – changes designed to lead to a safer environment for both novice drivers and their passengers.

Within an uncertain economic environment, we experienced mixed results this year. RSE has the challenge of delivering a carefully developed and consistent program in eight jurisdictions across Australia and NZ, each with their own road rules and reflecting the individual approaches of eight transport and education agencies. And whilst RSE has developed the capacity to work with these differences it is evident that the more transport and education agencies are engaged with RYDA, the better student learning outcomes.

Our annual revision of programs to keep abreast of latest evidence and best practice saw the release of RYDA version 3.2. Each jurisdiction is invited to contribute to these reviews and many do. Road safety education at the senior high school level is complex. Our submission to the NSW Parliamentary Staysafe Committee this year emphasised the importance of establishing and monitoring standards in community based road safety education. The value to government from effective community engagement could be immense – and where community programs are supported, a good investment for government - but only where such messaging is consistent with government guidelines.

During the year certain sectors of the economy suffered contraction directly affecting the level of support from some of our sponsors. Corporates in Australia and NZ are

significant subsidisers of the RYDA program which this year reduced, constraining the number of places we were able to offer Australian schools. Whilst support from Australian governments increased from 5% to 7%, this was insufficient to offset the need to increase program fees contributing to reduced overall RYDA attendance of 11% (from 50,733 to 45,197).

Reflecting our engagement with the wider community, we maintained our participation as a Principal Partner of the Yellow Ribbon National Road Safety Week, which saw many iconic structures lit up in yellow. This year, it coincided with the United Nations Road Safety Week which was launched in this region at the Sydney Opera House by Governor-General, Sir Peter Cosgrove. The New South Wales government's support enabled this occasion to be marked with the lighting in yellow, of the Sydney Harbour Bridge.

## **RYDA – bringing together a 'community of support'**

Many sectors of society contribute to the effectiveness of RYDA in our community. This can be through supporting development and maintenance of the RYDA education curriculum and facilitator professional development, and supporting schools and parents enabling RYDA to be affordable and accessible as possible.

RSE's Advisory Council, comprised of leading global experts, plays a crucial role in the quality of RSE's programs. Freely giving of their time, we owe them a significant debt of gratitude.

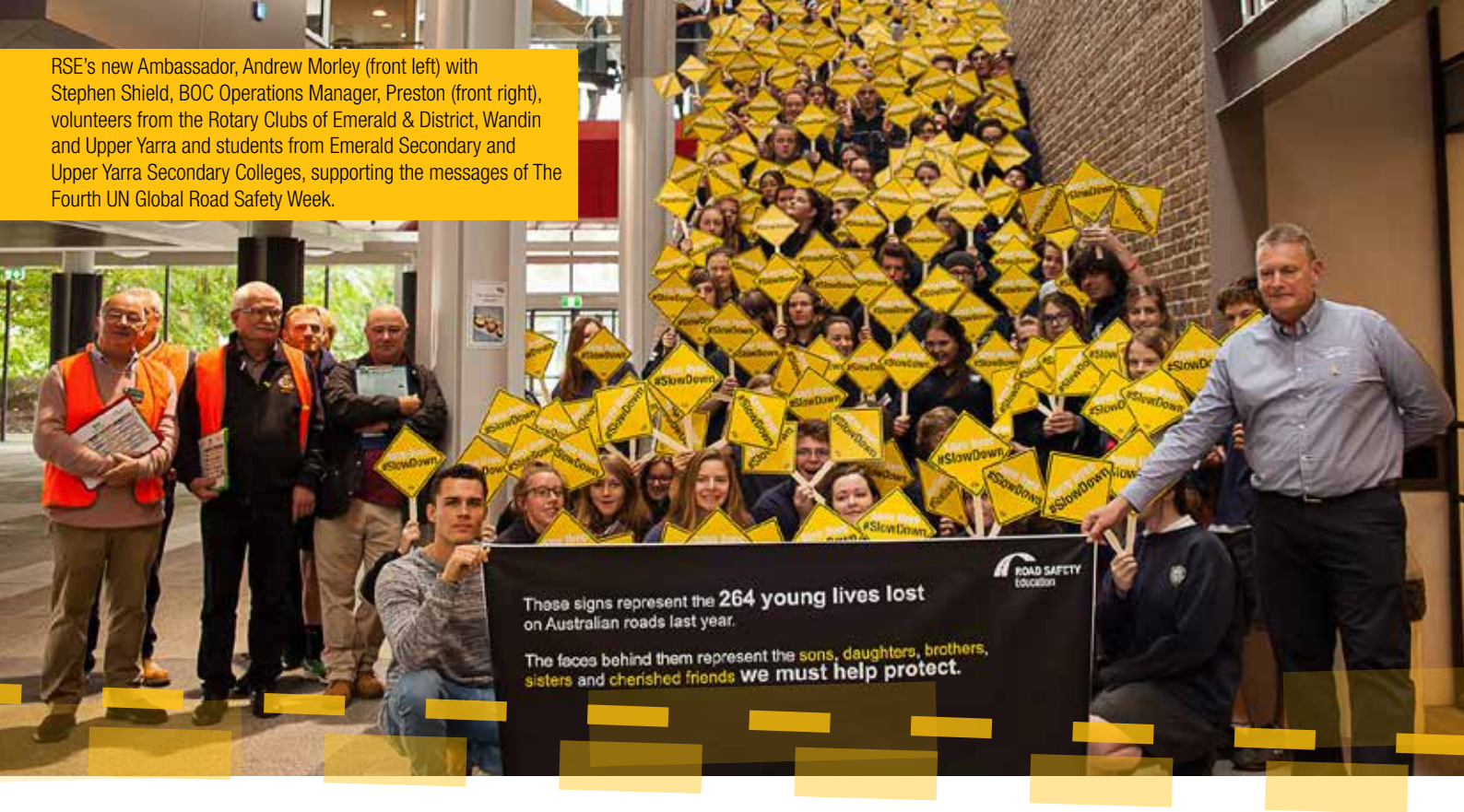
So too to RSE's Partners which include BOC and Bridgestone in Australia and New Zealand, Toyota in Australia, and New Zealand Steel in NZ. Theirs is a major contribution towards both the quality and the affordability of RYDA and the resilience of RSE.

Our Community Partner, of many hundreds of Rotary clubs also plays a crucial role in supporting RYDA in communities across Australia and New Zealand. RYDA began its journey as a Rotary project in 2000 and the transition through RSE into a professionally developed and delivered program is a testament to the foresight of Rotary and RSE in redefining this relationship in 2004 - now for many years, a proven partnership delivering on a vision of best practice sustainable education. Rotarians contribute to the saving of young lives through living their motto of 'service above self'.

Most governments support RYDA in various ways and we acknowledge in particular the governments of Tasmania and Queensland for helping students attend RYDA. Improved



RSE's new Ambassador, Andrew Morley (front left) with Stephen Shield, BOC Operations Manager, Preston (front right), volunteers from the Rotary Clubs of Emerald & District, Wandin and Upper Yarra and students from Emerald Secondary and Upper Yarra Secondary Colleges, supporting the messages of The Fourth UN Global Road Safety Week.



learning outcomes are evident where there is close engagement between RYDA and the transport and education agencies and this is particularly so when this engagement also incorporates support of the disadvantaged.

We continue to advocate that governments should avoid supporting community-based road safety education programs that do not meet government guidelines or best practice. By their own measure, it is a questionable use of public funds and sadly a lost opportunity for good education, a cost born by young people and their families.

We are also fortunate to have many hundreds of supporters throughout Australia and New Zealand. These include local governments and road safety trusts, education and community groups, companies, clubs and philanthropic foundations in dozens of communities.

We pay special tribute to Police, who support RYDA through delivery of the Road Choices session. In many jurisdictions, police participation is supported from the Commissioner, down. We often hear from officers that RYDA is 'the most important thing we do in youth road safety education'.

During the year we were pleased to welcome new RYDA Ambassador Andrew Morley, an actor and philanthropist, joining Peter Frazer of SARAH. And after year end, we have the privilege of Motor Traders Association of Australia Superannuation Fund joining us in support of our mission as an Australian partner. MTAA Super is the industry superannuation fund for the motor trades with almost 1/4 of a million members.

### The Unacceptable Cost of Travelling on our Roads

In the words of the Commonwealth Minister of Transport and Infrastructure, and echoed by his counterpart in New Zealand, the road toll is a national tragedy. Across Australia

and New Zealand:

- each day one young person dies,
- each day 20 suffer serious life changing injuries,
- each day a family is devastated,
- each year it costs society \$35 billion.

The 'Safe System' is adopted by all Australasian jurisdictions and is designed to improve road safety. This involves a holistic view of the road transport system and the interactions among roads and roadsides, travel speeds, vehicles and road users. Within this system, RYDA focuses on novice drivers and their passengers. We do this because novice drivers are 30 times more likely to crash than experienced drivers and it is recognised that passengers are a substantial influence on novice drivers being able to complete a safe journey.

Although some portion of novice driver crashes can be attributed to poor basic vehicle handling skills, immaturity and inexperience (and the resultant risk-taking) are by far the biggest contributors to their increased crash risk.

- The first year of solo driving is the most dangerous time for any newly licensed driver, but particularly the young driver. But there can often be social and economic pressures for early licensure.
- Why do extremely high novice driver crash rates reduce dramatically within the first year of driving? What is being learnt encouraging better decision-making?
- How do we develop and accelerate learning whilst concurrently reducing exposure to crashing?
- Novice drivers overestimate their ability to manage the driving task while not realising the complexity of driving.

# CEO/Managing Director's Report (cont)

Paradoxically many are shielded from more challenging driving tasks whilst being supervised (on their L's). This reduces the safety margin for the unexpected (hazards), typically not well anticipated.

- Driver training alone is not an effective crash counter-measure. Before practising more complex tasks (linked to high crash rates), there needs to be a solid grounding in the elements that constitutes safe driving – e.g. in hazard perception and anticipation, the relationship between speed and stopping, the effect of fatigue, and distraction (e.g. from phones and peer passengers).
- If novice drivers and their passengers do not have the knowledge and the motivation to use it, then they cannot be expected to make good decisions.
- Education is key to accelerating this learning by exposing novice drivers and their highly influential passengers to advanced /strategic thinking, whilst they are not preoccupied with the driving task.
- At RYDA this is what we do: focusing on the higher order cognitive skills such as question asking, critical thinking, decision making, problem solving; skills which are critical for hazard and risk perception, attentional control and situational awareness among others.

At RYDA with 50,000 students each year:

- we engage with students and teachers uniquely combining professionally developed and delivered programs and the school community;
- from pre-course evaluations we are able to identify knowledge gaps and set about filling them;
- we do this out of the classroom with students in their peer groups in a series of workshops which are face-to-face, interactive and personalised;
- students are motivated to learn (89% reporting an intention to implement what they have learnt);
- teachers accompany students (99% reporting RYDA as very effective/effective) are also informed and motivated to maintain the learning back in the classroom;
- and to support ongoing learning, teachers are able to link RYDA to the education curriculum.

So there is a pathway leading to reduced youth road trauma – a path which accelerates what students learn in the first year of driving – requiring focus on cognition development, building and increasing social competency and resilience and motivating low risk behaviour - what we do at RYDA.

## Financial – consolidated results

Financial information is provided later in this Annual Report, but below are the results at a glance.

- Revenue of \$3.41 (LY \$3.33M) 2.4 % increase
- Program subsidies given of \$1.17M (LY \$1.15M) 1.7 % increase
- Expenditure of \$2.31M (LY \$2.27M) 1.8% increase
- Loss of \$49,033 (LY \$92,382) incorporating amortisation of \$67,061 (LY \$47,240)
- Members Group Equity \$113,700 (LY \$162,733)

## Looking ahead

RYDA 4.0 will be released for schools in term one of 2018. This version will significantly revise the personal stories element consistent with latest research. And based on the evidence, whilst RYDA will continue to reject fear as a basis for education, it will maintain emotional engagement in workshops, which our evaluation indicates, is often a trigger for learning. Importantly RYDA 4.0 will continue to strengthen constructive and critical thinking opportunities in interactive peer student groups, leading to a personal road safety plan. And RYDA will continue to support government messaging.

Good2go the in-car coaching program, a follow-on from RYDA will continue to be developed in New Zealand. RoadGuide, the parental program and the companion to RYDA will continue to be available, funding dependent. Financially, RSE will seek to embrace additional partners to broaden the availability of RYDA, including governments not optimally educationally integrated and those making lower contributions to the cost of providing RYDA.

## Sincere thanks to our community of concerned citizens and organisations

RSE's ability to make a real difference in reducing youth road trauma – a tragedy still affecting far too many families – can only happen with the 'community of support'.

We recognise and thank each sector of our society for working with us for this common purpose, including the many hundreds of Rotarians who also freely give their time.

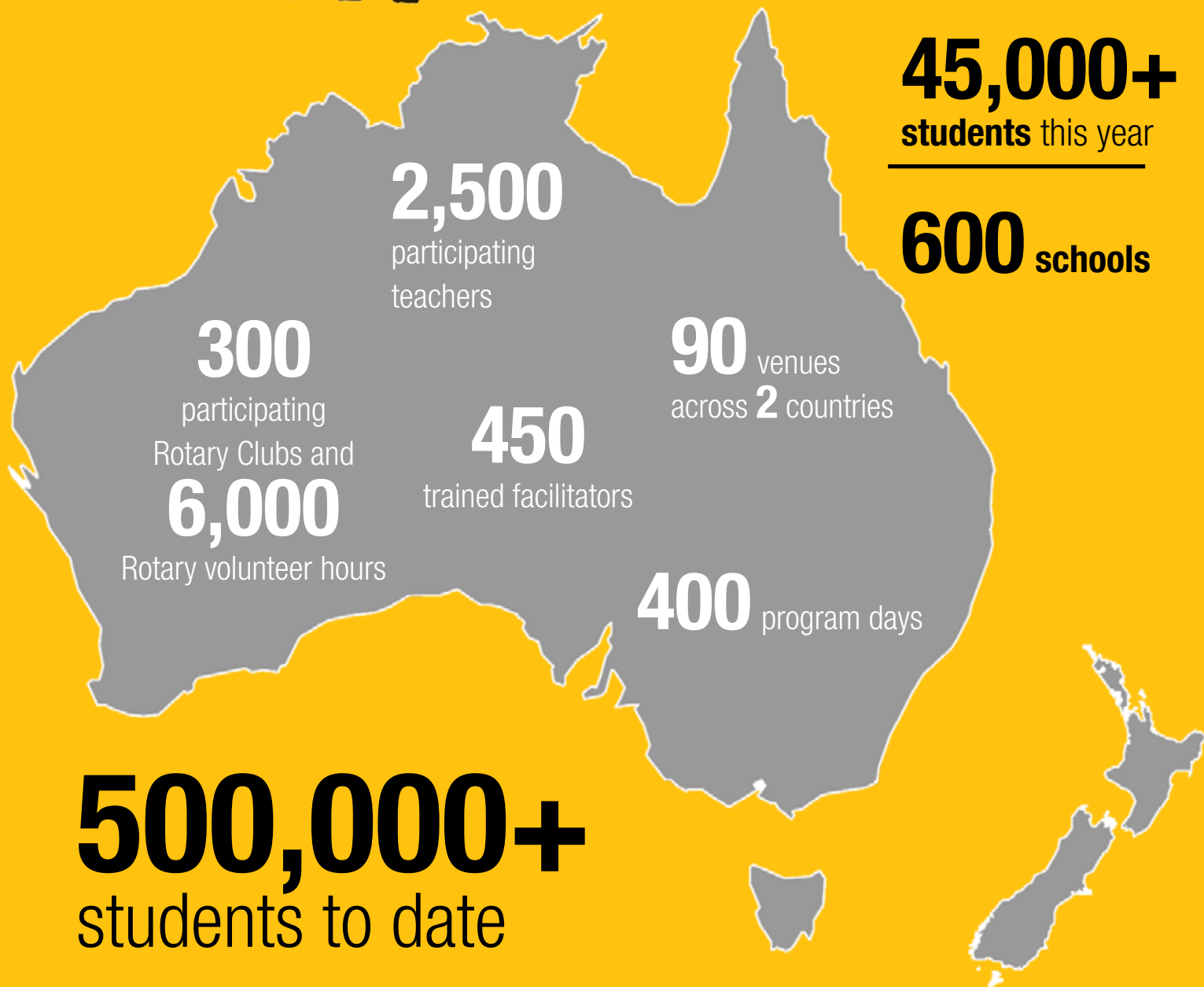
For their support, I thank our Board under the leadership of our Chair Kerry Chikarovski, our patronage headed by Sir William Deane, and our Advisory Council. And for their competence, dedication and their belief in our noble cause, I sincerely thank our staff who daily, work closely with our stakeholders including our facilitators and hundreds of RYDA schools and Rotarians across Australia and New Zealand.

Terry Birss, CEO/Managing Director  
December 2017





## F17 BY THE NUMBERS



The following venues conducted RYDA Programs in 2016/17

### Australia

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

### New Zealand

North Island Auckland (Central, North, South, West), Dargaville, Feilding, Kaitia, Kapiti, Kawakawa, Levin, Masterton, Okaihau, Palmerston North, Whangarei | South Island Invercargill, Lincoln, Marlborough, Nelson, Timaru, West Coast

# 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 international research community ensuring all RSE programs are strongly underpinned by best-evidence road safety education.

During 2017, Council members critiqued the current RYDA program and advised on a range of matters including current

research indicating where the program could be revised and where research supported specific learning elements. We also worked 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 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. Following the tenure of his appointment, Samuel has retired from the Council.



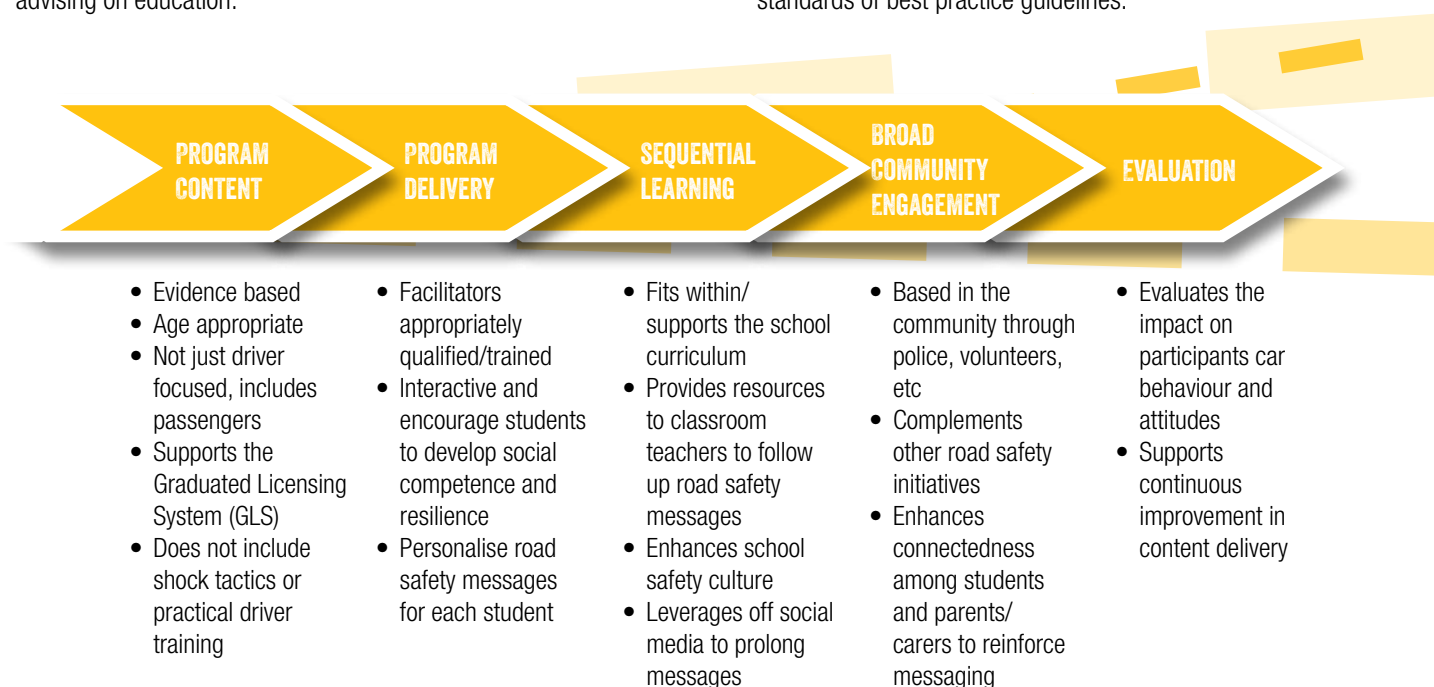
**Dr Marilyn Johnson, PhD** is a Senior Research Fellow in the Institute of Transport Studies at Monash University. Her research focuses on cyclist safety including electric bikes, motorised mobility scooters and the elderly, driver training and, cyclist fatality crash factors. She is also the Research Manager at the Amy Gillett Foundation (AGF), where she ensures activities and programs are based on critically evaluated scientific evidence. Marilyn was a significant contributor to action that has led to the amendment of minimum passing distance legislation in several Australian jurisdictions. She has over 10 years experience in road safety research and policy development and has provided expert advice on road safety policy in Australia.

# 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 draws its content and delivery techniques from road safety behaviour change and health literature and 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/simulated driver training but rather works with students to develop and practice personalised strategies that will help them respond positively to challenges on the road, both as drivers and highly influential passengers.

**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.

Many schools utilise carefully constructed government curriculum guidelines for road safety education and the RYDA Program is designed to support and enhance this learning. In addition, RSE provides road safety education for the preceding and proceeding years to RYDA via SafeStart and Good2Go, respectively.

**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 corporations. 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 sessions

Students take part in six interactive sessions.

- **SPEED & STOPPING** On a closed section of roadway, students experience the relationship between speed and stopping distance through practical observation. Students also learn about the importance of car safety features and maintenance.
- **HAZARDS & DISTRACTIONS** An interactive session where students strategise to manage distractions and improve their hazard perception skills.
- **THE 'I' IN DRIVE** A reflective session designed to show students how their personality is an important aspect of the total road safety equation. Students self-assess against five personality areas and use this tool to analyse risky situations in cars.
- **ROAD CHOICES** A discussion, routinely led by a Police Officer on key risk areas for young drivers and passengers. Features hard-hitting videos on decision-making and choices.
- **CRASH INVESTIGATORS** A unique opportunity for students to speak to a crash survivor about the event that changed their life. Forming an interview panel, students investigate crash factors, comparing them against the Safe System. (This session replaces 'After the Crash')
- **GENEVIEVE'S STORY** A true story about a young driver and passenger involved in a road crash. Drawing on the story, students analyse factors including mood, impulse and planning and develop strategies for decision making in risky situations.

Setting the course for a safer future

RSE's flagship RYDA Program is delivered to over 50,000 16-18 year old high school students, at venues across Australia and New Zealand.

At RYDA, students attend six interactive sessions at a dedicated venue over the course of a school day. In small peer groups, they are challenged to change the way they think about road safety; participating in a stopping distance demonstration, devising personalised strategies, gaining an understanding of their individual risk profile, understanding how they can contribute positively to a car's environment as a passenger and getting tips from road safety experts on how to protect themselves, their friends and family.

IT'S NOT ENOUGH TO TEACH A YOUNG PERSON  
THE SKILL OF CONTROLLING AND MANOEUVRING A VEHICLE  
WE MUST **BALANCE** THIS WITH THE  
SKILL OF **CRITICAL THINKING**  
AND AN APPRECIATION FOR **SAFETY** ON THE ROAD

### SAFESTART

14-15 years

The SafeStart program works with schools to help them develop the citizenship and road safety culture of the students and the school community from the earliest years of high school.

### GOOD2GO

17-18 years

A unique opportunity for young drivers to work closely with specially trained instructors to hone their critical thinking, hazard perception, scanning, risk assessment and decision making skills behind the wheel in a real traffic environment.

### ROADGUIDE

parents

RoadGuide gives parents the tools to help keep their children safe across a range of risk behaviours.

### 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.

# Broad Impact of RSE Programs

## Social & Economic Impact of RYDA

**In 2016, RSE, with support from partner Toyota Australia, completed a four year study, designed to measure the social and economic value created by the RYDA program. The study investigated the impact, primarily on participating students, RYDA was having to support a road safety culture in our society and contribute towards the reduction of trauma.**

In 2017, RSE continued to use the processes and practices adopted for the Social Impact Study (SIS) to evaluate and refine the RYDA program. This saw an extension of RSE's routine pre and post evaluation to include an evaluation conducted 3 months post attendance.

All evaluation is designed to measure changes in knowledge and importantly, intended and practiced behaviour.

### About the Social Impact Study

Based on the theory of change, the study focussed on changes in knowledge, attitude and behaviour in relation to students' risk in cars. We also evaluated impacts on teachers, parents, facilitators and program volunteers.

The best road safety programs are those that are professionally developed and delivered but remain engaged with the community.

Young people bring a unique set of factors to driving that puts them at high risk on the road: inexperience, factors associated with age such as cognitive development, strong peer influence, and the fact they often drive unsafe cars at riskier times of the day and week.

The Study uses a theory of change; using evaluation evidence to measure different outcomes of the program; discussing the methodology and identifying caveats such as the challenges of measuring behaviour change; attribution of effect to the program, and issues which may have affected the validity of survey results.

**The Study shows that RYDA is a highly impactful experience for students.** It produces substantial increases in understanding of road risk factors, such as; speed, following distance, distractions, car safety features, hazard perception and the role of personality and mind-state.

### Study Highlights

- Significant changes in intentions to change personal behaviour
- Significant increases in knowledge
- Awareness of the consequences of crashes on individuals, family and friends (increased for 87% of respondents)
- Close to 100% of students say they were likely or highly likely to apply RYDA messages in future and our follow-up survey evidenced this, in some cases a year after attending.

### Study Conclusions

The Study evidence shows that RYDA reinforces government and community road safety measures and, importantly, plays a critical role in filling the gaps where there are no established measures, thereby helping to reduce the burden of health, infrastructure and human costs.

Most leading researchers acknowledge education as an important component of the road safety equation. It is reasonable to expect that an evidence-based, government compliant program would reduce risk behaviour sufficient to represent a significant social and economic benefit.

The annual financial cost of youth road trauma is enormous with over 400 deaths (approximately \$2.4M per death) and more than 2,400 life threatening injuries (each costing between \$1.8-3.8M), amounting to many billions of dollars every year.

Annually, RYDA costs just \$2M and impacts over 50,000 students, their teachers, parents and the broader community. Purely economically, the potential reduction in road trauma resulting from the RYDA education program represents a significant financial contribution to society. Socially, the value is immeasurable.

# Broad Impact of RSE Programs

## Highlights from the RSE's Social Impact Study

### Methodology - Supporting the Theory of Change

To evidence change we used surveys, focus groups and other feedback collected over five years.

Focus groups conducted in Australia and New Zealand involved students, teachers and parents and represented a range of urban-rural, co-ed single sex, and government-Catholic-private schools. Student groups were conducted up to 12 months post RYDA attendance to ascertain retention of messaging.

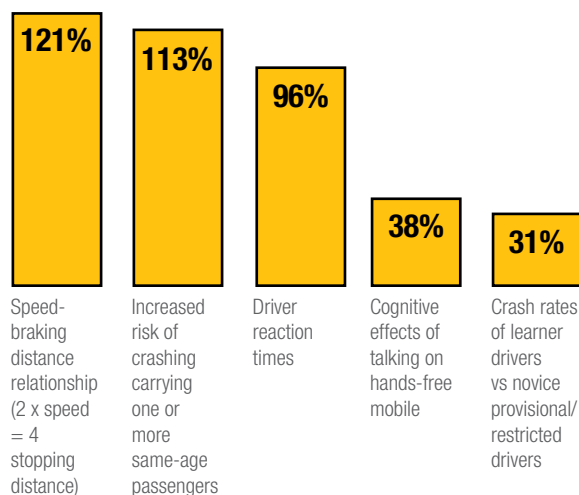
We analysed 3,500 student survey responses and almost 1,000 from teachers, parents, volunteers and facilitators. They represented the broad range of RYDA venues - rural and urban, high and low incomes. These highlights focus largely on evidence from students and, to a lesser extent, teachers. The full report is available on RSE's website.

### Measuring Change - Knowledge and Attitude

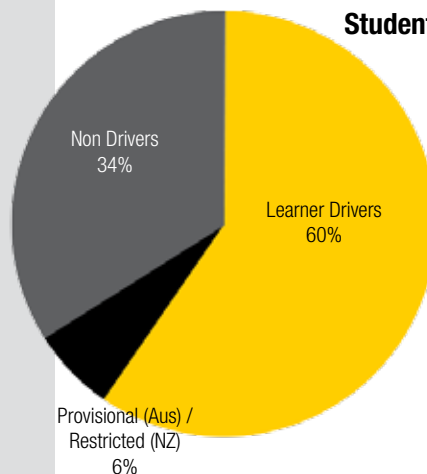
The pre and post survey showed significant movement particularly in specific areas of risk reduction knowledge and attitude. The responses were from October 2015 and more than 200 students from Sydney, Melbourne and Brisbane responded with 159 male and 66 female students, of whom 128 held learner permits, 14 provisional licences and 75 hadn't started learning to drive. Unique identifiers were used to ensure the same students answered both surveys. The following graphs map a percentage shift in desired responses from pre to post surveys.

### Knowledge Increase - pre to post RYDA

To assess the areas of RYDA where knowledge has increased the most we asked multi-choice questions. The results were:



### Student Survey Demographic



Females made up 61% of responses and males 39% (RYDA statistics indicate the gender split of RYDA participants is close to 54% female and 46% male).

Most (63%) of those students surveyed were 16 years old. 17 and 15 were the next most common ages. Their licence is illustrated in the graph (left).

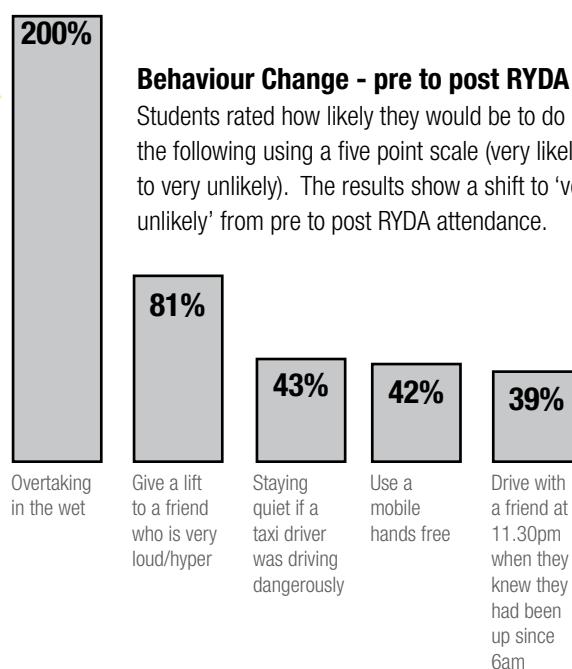
### Key Word Student Memories

We analysed the most commonly occurring words in the student learner driver comments on the things that stayed in their minds after RYDA (size of text indicates frequency of mention).

Accidents Useful Dangers Idea Safer Driver Alcohol  
 Aware Expect Knowledge Experience  
 Learn Course Road speed Safety  
 Education Safe Laws Tips Unsafe Driving  
 Situations Facts Stopping Distance Potential  
 Better Driver Day off School Skills

### Behaviour Change - pre to post RYDA

Students rated how likely they would be to do the following using a five point scale (very likely to very unlikely). The results show a shift to 'very unlikely' from pre to post RYDA attendance.





# Broad Impact of RSE Programs

## Highlights from the RSE's Social Impact Study

### Analysing the results

In both the knowledge and attitude questions, statements at the lower end of the change scale pertained to areas including seatbelt wearing and drink driving. These areas showed a high level of knowledge and desired attitude in the pre-surveys. Student exposure to government, school and community road safety measures perhaps accounts for prior knowledge.

The top responses correlate strongly with program content. Overtaking in the wet rates very high, we surmise, because of both the Speed and Stopping demonstration, and the fact that Genevieve's Story crash was caused by overtaking (though not in the wet).

### Student Focus Group Evidence

The focus groups allowed us to explore student responses more deeply across different schools, particularly their awareness change and behavioural intentions. Students were asked, as an open question without prompted recall, what they remember most about RYDA. Within focus groups particular sub-groups of students responded differently.

**P**

Licence holders, (provisional/restricted) focused on "safer" or "better" driving. Their most frequently mentioned areas of raised awareness were, in descending order: more aware of hazards, won't ride in an overloaded car, feeling more cautious, turning off mobiles, knowing causes of accidents (sic), recognising the effects of fatigue, more awareness of risk, using peripheral vision, and not speeding. Raised awareness reflected both general awareness elements, ("feel more cautious"), and specific behaviour changes/intention to change (e.g. "turning off mobile" and "using peripheral vision").

**L**

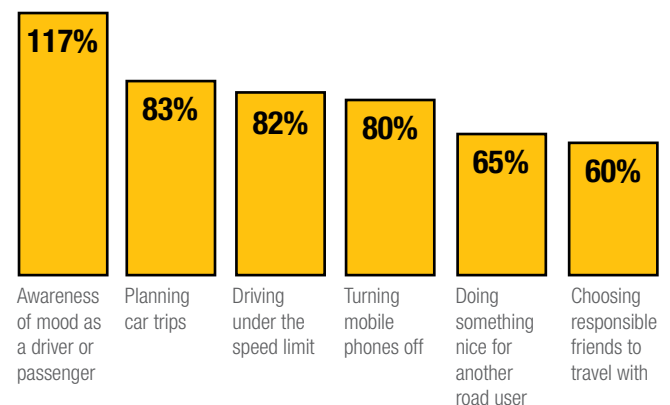
Learner drivers (those being supervised) reported increased awareness of road safety risks, have less distracted behaviour while in the car, greater awareness of keeping an eye out for micro sleeping, greater awareness of hazards, feel more cautious, and were more likely to turn off their mobiles.



Non-drivers reported increased skills and confidence to raise concerns with drivers and said they would be less likely to get in a car with someone when feeling concerned. These students raised greater awareness of hazards, greater likelihood to refuse to ride in an overloaded car, and greater recognition in recognising the effect of fatigue.

### Awareness Increase - pre to post RYDA

A further question was designed to test changes in awareness, again on a five point scale (very important to not at all important). The question was "Here is a list of things you might do to lower your road risks. How important do you rate each one?" The items where pre-post movement were highest are highlighted in the graph below. The six awareness items correlate to program content.



Focus Group Question:

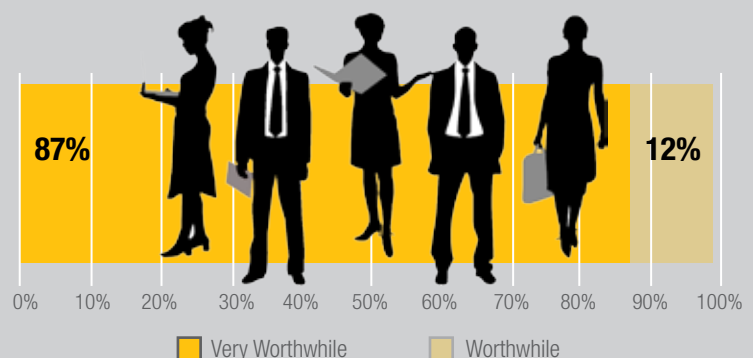
How well did you remember RYDA messages after 12 months?

Student Answer: **RYDA is always there.**

### The Wider Community

Approximately 2,300 teachers accompany their students to the RYDA program each year. Many teachers come each year - according to survey results, 50% had been to three or more programs.

The survey covering Australian states and New Zealand, both city and country schools generated 280 responses from participating teachers. When asked, 99% of responding teachers said RYDA was either very worthwhile or worthwhile.



# 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 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 Better Driver program for employees of corporations. RSE is a registered authority holder under the Charitable fundraising Act 1991.

### **National Program Office**

Level 2, 10 Julius Avenue  
North Ryde  
NSW 2113

### **Directors**

Kerry Chikarovski, Chair  
A T (Terry) Birss, CEO/Managing Director  
John Loughlin  
Paul Pixton  
Dr Donald (Keith) Barton  
Edward (Ned) Boyce  
Lynne Wilkinson  
Dr Stuart Boland

### **Executive Officers**

CEO/Managing Director  
A T (Terry) Birss  
Director of Programs  
Greg Rappo  
General Manager Education & Communications  
Brooke O'Donnell

### **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 2017

## 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 2017. 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 2017, 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
- Dr Ronald (Keith) Barton
- Edward (Ned) Boyce
- Kerry Chikarovski, Chair, elected 27/08/13
- Lynne Wilkinson
- Dr Stuart Boland

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 road safety education programs for youth which are delivered by professional presenters in partnership with 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 changes 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 2017

## 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 of 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, 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, Amcor Ltd and 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 and is a Director of the trustee of Road Safety Education Foundation.



Lynne Wilkinson

Qualifications

BA Hons Grad Dip Fin Mgt.

Experience

As a director of Niche Business Solutions Ms Wilkinson works with industry groups in strategic communications. During 2008-2014 she was the CEO of 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 auspices.

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. Dr Boland is a director and Chairman of the trustee of Road Safety Education Foundation.



# Report of the Directors (cont)

## Road Safety Education Limited & Controlled Entity 30 June 2017

### Information on the Executive Officers

Albert Terence Birss	CA(NZ), FCIS, FGIA, FIPA CEO/Managing Director
Greg Rappo	B.Sc.Agr. (Hons), FAICD Program Director 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.
Brooke O'Donnell	General Manager Education & Communications Joining the company in 2006 Ms O'Donnell has gained a wide experience in all facets of the company's activities including in her role as National Operations Manager. She was appointed General Manager Education & Communications in February 2016. Brooke has a background in administration that has included a range of senior positions with multinational corporations including Mayne Nichless Limited and not for profit, Institute for Magnetic Resonance Research.

### 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:

	Number of Directors Meetings	
	eligible to attend	attended
Albert Terence Birss	7	7
John Loughlin	7	5
Paul Albert Pixton	7	5
Dr Ronald (Keith) Barton	7	6
Edward (Ned) Boyce)	7	6
Kerry Anne Chikarovski	7	6
Lynne Wilkinson	7	5
Dr Stuart Boland	7	6

### Operating Results

The consolidated loss of the Group amounted to \$(51,473) (2016: \$(93,912)).

### 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 \$2,972 (2016: \$3,559).

### 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 2017 has been received and can be found on page 7 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 E Boyce, Meeting Chair and A T Birss, CEO/Managing Director 26 October 2017.

The referenced page in the preceding paragraph as page 7 appears on page 20 of this report.



# Financial Report

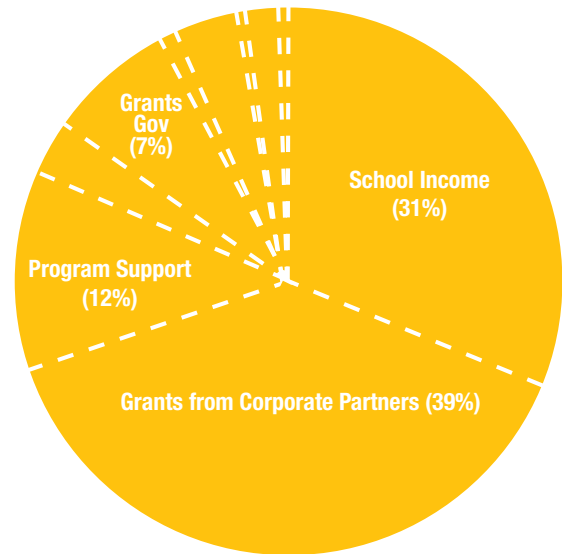
## Income & Expenditure Analysis (the parent)

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	\$2,790,181
Less Program Discounts given	-\$991,032
<b>Income before Expenditure</b>	<b>\$1,799,150</b>

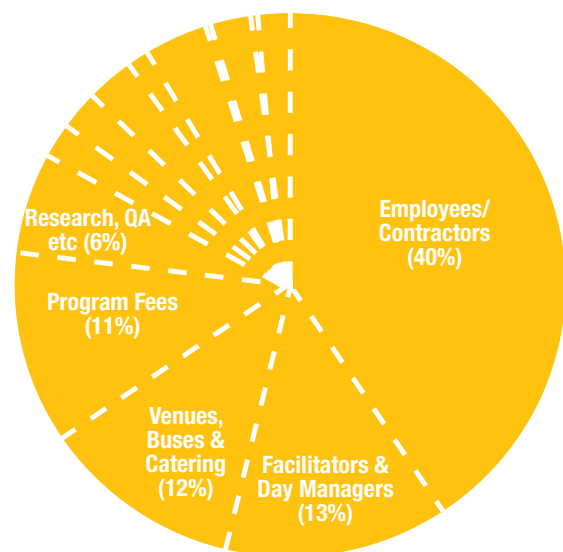
Schools	\$1,554,824	86%
Less discounts given (support from):		
Community, including Rotary	-\$ 118,618	-7%
Corporate Partners	-\$ 547,456	-30%
Grants applied to school/student fees	-\$ 105,095	-6%
Special discounts applied	-\$ 219,863	-12%
Schools, net after discounts given	\$ 563,792	31%
Grants from Corporate Partners	\$ 693,323	39%
Program Support	\$ 213,289	12%
License & Management Fees	\$ 59,500	3%
Grants (Government)	\$ 133,509	7%
Grants (Councils)	\$ 16,323	1%
Other Sponsorship & Donations	\$ 64,793	4%
Interest Received	\$ 6,923	<1%
Rotary Donations	\$ 41,694	2%
Other	\$ 6,005	<1%



### Expenditure

<b>Total Expenditure</b>	<b>\$1,857,524</b>
--------------------------	--------------------

Employees/Contractors	\$ 749,836	40%
Facilitators & Day Managers	\$ 247,895	13%
Venues, Buses & Catering	\$ 216,811	12%
Program Fees	\$ 211,543	11%
Program Research, QA, Training & Development	\$ 112,259	6%
Communications & Travel	\$ 35,417	2%
Printing, Advertising, Promotional	\$ 45,062	2%
Program Venue Materials	\$ 52,192	3%
IT, Equipment & Office Supplies	\$ 22,839	1%
Amortisation & Depreciation	\$ 71,591	4%
Interest Fees & Insurance	\$ 6,283	<1%
Premises, Utilities & Office Services	\$ 41,496	2%
Accounting & Compliance	\$ 11,436	1%
Other	\$ 32,864	2%



# Financial Report

## Road Safety Education Limited (Australia) Independent Audit Report

An independent audit of the 2016/2017 Financial Report for Road Safety Education Limited has been conducted by Geoffrey Adcock (Partner), Storey Blackwood, Chartered Accountants, Level 4, 222 Clarence Street, Sydney, NSW 2000.

### Road Safety Education Limited and Controlled Entities

#### Auditor's Independence Declaration

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

In accordance with the requirements of section 60-40 of the Australian Charities and Not-for-profits Commission Act 2012, as lead auditor for the audit of Road Safety Education Limited and Controlled Entities for the year ended 30 June 2017, I declare that, to the best of my knowledge and belief, during the year ended 30 June 2017, 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.

*Storey Blackwood*

Storey Blackwood  
Level 4, 222 Clarence Street  
Sydney NSW 2000

*Geoffrey N Adcock*  
Geoffrey N Adcock - Partner

Dated this 26<sup>th</sup> day of October 2017



**Storey Blackwood**  
CHARTERED ACCOUNTANTS  
ABN 15 475 141 145

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 2017, 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 2017. We expressed an unmodified audit opinion on that financial report in our report dated 26 October 2017.
EXAMINATION SERVICES	
BUSINESS CONSULTING	That financial report, and the summary consolidated financial statements, does not reflect the effects of events that occurred subsequent to 26 October 2017, the date of our report.
REVIEW, SUPERVISOR	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.

#### 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 2017 are consistent, in all material respects, with that audited financial report.

#### CONCLUSIONS

#### Directors' responsibility for the summary financial statements

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

#### 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.

*Storey Blackwood*

Storey Blackwood

*Geoffrey N Adcock*

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

Dated this 20<sup>th</sup> day of November 2017

#### DIRECTORS

LA, SOLU, G.N. ADCOCK

LEVEL 4, 222 CLARENCE STREET SYDNEY NSW 2000 – PO BOX 1288 QVB SYDNEY NSW  
TELEPHONE: 400 9383 4000 FACSIMILE: 400 9383 4001 EMAIL: [info@storeyblackwood.com.au](mailto:info@storeyblackwood.com.au)  
Member of EY network – a global network of independent member firms  
EY is not a company and is not a legal entity. It is a brand name used by a scheme approved under Professional Standards Legislation.



# Financial Report

Road Safety Education Limited & Controlled Entity (as at 30 June 2017)

## Statement Profit and Loss and Other Comprehensive Income

	Consolidated		Parent	
	2017	2016	2017	2016
	\$	\$	\$	\$
Sponsorships & grants for Program maintenance, development & subsidies	<b>1,303,929</b>	1,018,069	<b>1,080,713</b>	981,962
Program school fees & grants for program delivery	<b>2,104,432</b>	2,310,801	<b>1,698,130</b>	1,933,887
<b>TOTAL REVENUE</b>	<b>3,408,361</b>	3,328,870	<b>2,778,842</b>	2,915,849
Less Program discounts and subsidies	<b>(1,225,490)</b>	(1,150,190)	<b>(991,032)</b>	(1,092,897)
<b>NET REVENUE</b>	<b>2,182,871</b>	2,178,680	<b>1,787,811</b>	1,822,952
Program research, maintenance, QA & delivery support exp	<b>(1,301,646)</b>	(1,327,536)	<b>(1,081,389)</b>	(1,083,168)
Depreciation and Programs amortisation expense	<b>(67,061)</b>	(47,240)	<b>(63,631)</b>	(46,422)
Program delivery expense	<b>(865,637)</b>	(897,816)	<b>(701,164)</b>	(755,838)
<b>PROFIT/(LOSS) BEFORE INCOME TAX</b>	<b>(51,473)</b>	(93,912)	<b>(58,374)</b>	(62,746)
Income tax expense	-	-	-	-
<b>PROFIT/(LOSS) FOR THE YEAR</b>	<b>(51,473)</b>	(93,912)	<b>(58,374)</b>	(62,746)
<b>OTHER COMPREHENSIVE INCOME</b>				
Exchange difference on translating foreign controlled entities	<b>2,440</b>	1,530	-	-
<b>TOTAL OTHER COMPREHENSIVE INCOME FOR THE YEAR</b>	<b>2,440</b>	1,530	-	-
<b>TOTAL COMPREHENSIVE INCOME FOR THE YEAR</b>	<b>(49,033)</b>	(92,382)	<b>(58,374)</b>	(62,746)

## Statement of Financial Position

### ASSETS

#### CURRENT ASSETS

Cash and cash equivalents	<b>356,082</b>	158,951	<b>325,069</b>	140,390
Trade and other receivables	<b>56,883</b>	224,611	<b>38,056</b>	195,043
<b>TOTAL CURRENT ASSETS</b>	<b>412,965</b>	383,562	<b>363,125</b>	335,433

#### NON-CURRENT ASSETS

Financial assets	<b>800</b>	800	<b>801</b>	801
Plant and equipment	<b>22,455</b>	10,621	<b>11,429</b>	7,201
Intangible assets - education programs	<b>238,136</b>	234,908	<b>238,136</b>	234,908
<b>TOTAL NON-CURRENT ASSETS</b>	<b>261,391</b>	246,329	<b>250,366</b>	242,910
<b>TOTAL ASSETS</b>	<b>674,356</b>	629,891	<b>613,491</b>	578,343

### LIABILITIES

#### CURRENT LIABILITIES

Trade and other payables	<b>249,589</b>	243,723	<b>213,089</b>	191,087
Employee benefits	<b>69,322</b>	64,446	<b>64,629</b>	61,743
Other liabilities	<b>195,465</b>	130,078	<b>171,315</b>	120,050
<b>TOTAL CURRENT LIABILITIES</b>	<b>514,376</b>	438,247	<b>449,033</b>	303,543

#### NON-CURRENT LIABILITIES

Employee benefits	<b>46,280</b>	28,911	<b>46,280</b>	28,911
<b>TOTAL NON-CURRENT LIABILITIES</b>	<b>46,280</b>	28,911	<b>46,280</b>	28,911
<b>TOTAL LIABILITIES</b>	<b>560,656</b>	467,158	<b>495,313</b>	401,791

#### NET ASSETS

<b>NET ASSETS</b>	<b>113,700</b>	162,733	<b>118,178</b>	176,552
<b>EQUITY</b>				
Reserves	<b>13,530</b>	11,090	-	-
Retained surplus	<b>100,170</b>	151,643	<b>118,178</b>	176,552
<b>TOTAL EQUITY</b>	<b>113,700</b>	162,733	<b>118,178</b>	176,552

Excerpts from the audited financial report.

# Company Directory & Director's Report

## Road Safety Education Limited (New Zealand)

### The Company

Road Safety Education Limited (described as RSE NZ in this section), was incorporated in 2006 under the Company's Act 1993 (NZ) and is a registered charity under the Charitable Act 2005. RSE NZ 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 profit from ordinary activities \$10,634 (NZ currency) (last year (\$23,283) was transferred to reserves).

### Company number

1883589

### Registered Office

McGregor Bailey  
2 Crummer Road  
Ponsonby/ Auckland

### Registered Charitable Entity Number

CC27875

### Shareholder

Road Safety Education Limited (Australia)

### Programme Manager - NZ

Maria Lovelock, BA, Cert. DM

### 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  
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 a 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  
Qualifications  
Experience



Director since November 2015  
MBA, BIS  
Mr Tauri is Census Engagement Lead - Maori with Statistics NZ, which includes stakeholder engagement, team management and strategy development. Prior to his position of Business Development and Initiatives Manager, ANZ, Ru 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.



# Financial Report

Road Safety Education Limited (New Zealand) (year ended 30 June 2017)

## Statement of Financial Performance

	2017 \$	2016 \$
<b>REVENUE</b>		
Programme School fees & Grants for Program Delivery	441,651	290,165
Sponsorship & Grants for Programmes	281,742	228,580
Interest Received	26	839
<b>TOTAL REVENUE</b>	<b>723,419</b>	<b>519,584</b>
Programme Discounts Given	(254,857)	(170,208)
<b>NET REVENUE</b>	<b>468,562</b>	<b>349,376</b>
<b>LESS EXPENSES</b>		
Depreciation	(3,729)	(1,031)
Programme Delivery Expenses	(189,259)	(160,816)
Programme Maintenance, QA & other	(264,940)	(210,812)
<b>SURPLUS/DEFICIT BEFORE BENEFICIARY DISTRIBUTIONS</b>	<b>10,634</b>	<b>(23,283)</b>
<b>NET SURPLUS/(DEFICIT)</b>	<b>10,634</b>	<b>(23,283)</b>

## Statement of Financial Position

<b>CURRENT ASSETS</b>		
Cash and cash equivalents	33,710	20,007
Trade and other receivables	20,779	37,675
<b>TOTAL CURRENT ASSETS</b>	<b>54,489</b>	<b>57,682</b>
<b>NON CURRENT ASSETS</b>		
Property, plant & equipment	11,984	3,574
<b>TOTAL NON CURRENT ASSETS</b>	<b>11,984</b>	<b>3,574</b>
<b>TOTAL ASSETS</b>	<b>66,473</b>	<b>61,256</b>
<b>CURRENT LIABILITIES</b>		
Shareholder's current account	525	10,125
Trade and other payables	54,819	29,631
Employee benefits	5,101	5,524
<b>TOTAL CURRENT LIABILITIES</b>	<b>60,445</b>	<b>51,612</b>
<b>NON-CURRENT LIABILITIES</b>		
Term liabilities	-	14,250
<b>TOTAL NON-CURRENT LIABILITIES</b>	<b>-</b>	<b>14,250</b>
<b>TOTAL LIABILITIES</b>	<b>60,445</b>	<b>65,862</b>
<b>NET (LIABILITIES)/ASSETS</b>	<b>6,028</b>	<b>(4,606)</b>
Represented by		
<b>EQUITY</b>		
Share capital	-	-
Retained earnings	6,028	(4,606)
<b>TOTAL EQUITY</b>	<b>6,028</b>	<b>(4,606)</b>

An independent audit of the 2016/2017 Financial Report for Road Safety Education Limited has been conducted by McGregor Bailey, Chartered Accountants, 2 Crummer Rd, Grey Lynn 1021, New Zealand.

### Independent Auditor's Report

#### To the readers of

#### Road Safety Education Limited Summary Financial Statements

The accompanying summary financial statements, which comprise the statement of financial position as at 30 June 2017, and the statement of financial performance are derived from the audited financial report of Road Safety Education Limited for the year ended 30 June 2017. We expressed an unmodified audit opinion on that financial report in our report dated 10 October 2017.

That financial report, and the summary financial statements, do not reflect the effects of events that occurred subsequent to 10 October 2017, the date of our report.

The summary financial statements do not contain all the disclosures required under generally accepted accounting practice in New Zealand. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial report of Road Safety Education Limited.

#### Directors' responsibility for the summary financial statements

The Directors are responsible for the preparation of a summary of the audited financial report, which was prepared in accordance with the Public Benefit Entity Simple Format Reporting - Accrual (Not For Profit) Standard.

#### Auditor's responsibility

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

Our firm assisted in the formatting of the statutory financial statements for the company and assisting in some tax filing matters in addition to the audit. We the auditors have no other relationship with, or interests in, Road Safety Education Limited.

#### Opinion

In our opinion, the summary financial statements derived from the audited financial report of Road Safety Education Limited for the year ended 30 June 2017 are consistent, in all material respects, with that audited financial report.

*McGregor Bailey*

McGregor Bailey  
Ponsonby, Auckland  
10 October 2017

# Our Partners

## Australia & New Zealand Founding Partner



A Member of The Linde Group

There are no higher priorities for BOC as an organisation than the health and safety of their employees, customers, suppliers and the broader community. Road Safety Education Limited has great synergies with BOC's own safe driving culture and this is why BOC keenly support this youth education initiative for young drivers and their passengers.

BOC became the founding sponsor of the RYDA road safety education program in 2004 when it was a small yet growing local project in NSW. Through ongoing sponsorship, BOC is very pleased to be directly involved in helping to provide RYDA to over half a million students across Australia and New Zealand. Further information can be found at: [boc-limited.com.au](http://boc-limited.com.au) or [boc-limited.co.nz](http://boc-limited.co.nz).

## Major Partners



Put yourself in  
safe hands



Bridgestone has an ongoing commitment to supporting youth and promoting road safety. As one of the priority areas of its global CSR focus, 'Our Way To Serve', the company believes young people are the key to a bright and sustainable future and is passionate about ensuring young drivers are exposed to safe driving messaging as early as possible. Early education creates a better understanding of the significance of safe practices when driving and the need to reduce road trauma and fatality rates. Bridgestone's own Safe Hands campaign has been incorporated into the RYDA program to demonstrate the important role that tyres play in staying safe on the road. Further information can be found at: [bridgestonetyres.com.au](http://bridgestonetyres.com.au) or [bridgestonetyrecentre.co.nz](http://bridgestonetyrecentre.co.nz).



Robert Bosch (Australia) Pty. Ltd, a regional subsidiary and part of the global Bosch Group began partnering with RSE in 2015. 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: [bosch.com.au](http://bosch.com.au).

## Australia Major Partners



Toyota recognises that it has an important role to play in encouraging road safety. Through the Toyota Community Foundation, Toyota has been a long term partner of Road Safety Education Limited and the RYDA program. Toyota shares the RSE Vision of 'Zero Youth Road Trauma'.

With more Toyota vehicles on the road than any other brand, Toyota is committed to providing Australians with safe, quality vehicles that enable mobility for all. Toyota is continuously innovating to develop environmentally friendly, safe and intelligent vehicles that will enable mobility into the future. For more information go to: [www.toyota.com.au](http://www.toyota.com.au)



For over 25 years, MTAA Super has built its name as the leading industry fund for the automotive industry. Today, it proudly drives the future of 240,000 Australians from a diverse range of industries, two thirds of whom are engaged in keeping Australia "on the road". MTAA Super is passionate about "Championing the future of everyday Australians" with education and partnership being key pillars of its Corporate Social Responsibility framework. Ensuring young people are exposed to road safety education early in their driving life is an important facet of this commitment. Visit [mtaasuper.com.au](http://mtaasuper.com.au) for more information.

# Our Partners

## 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: [nzsteel.co.nz/](http://nzsteel.co.nz/).

## New Zealand Major Partner



AMI is part of the IAG Group, the largest insurance group in New Zealand and Australia. Founded in 1926 and with stores nationwide, AMI is strongly committed to road safety, supporting the role of education in reducing crashes and youth road trauma. AMI's approach to insurance for young drivers has great synergies with the RYDA program, treating young people as responsible road users, capable of making good choices. Further information can be found at [ami.co.nz](http://ami.co.nz).

*MTAA Super and AMI joined RSE in F18*

## Community Partner - Rotary



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

The RYDA Program is coordinated in partnership with over 300 Rotary Clubs in Australia and New Zealand. The active support and close involvement of Rotary is a fundamental aspect in the success of the RYDA Program. There are over 1,370 Rotary Clubs with some 38,000 members 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. 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 play a vital role in providing the RYDA Program. RYDA's "Road Choices" session is a crucial part of the day which benefits greatly from the vast experience and knowledge of Police personnel. In NSW, a team of specially trained School Liaison Police are available to assist in the conduct of RYDA. The Queensland Police have endorsed the program, bringing RSE under their "Working Together" umbrella. In South Australia, the Commissioner has provided approval for SA Police to be actively involved in the presentation of RYDA. RSE also receives greatly valued support from Police in the ACT, Tasmania and New Zealand. RSE thanks Police officers across all jurisdictions for their active participation in RYDA and continued dedication in helping to make our roads a safer place.



# 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  
Centre for Road Safety  
Departments of Education  
Department of Planning Transport & Infrastructure SA  
Department of State Growth Tas,  
Department of Transport & Main Roads Qld  
Transport for NSW  
Justice and Community Safety Directorate ACT  
New Zealand Transport Agency  
Roads and Maritime Services NSW

## **Educational and Community Groups**

Brain Injury Association NZ (*Central Districts, Nelson, Northland*)  
Brain Injury Association Tasmania  
Far North REAP  
HeadEast  
Headspace (*Bathurst*)  
Headway (The Disability Trust)  
Headway North West (*Tasmania*)  
Lions Clubs of Mossman and Pambula-Merimbula  
North Coast Brain Injury Rehabilitation Service  
NSW Ambulance  
PBF Australia  
PCYC Cowra  
People Potential (*Northland*)  
Road Trauma Support (*Tasmania*)  
Tasmanian Acquired Brain Injury Service  
YouthSafe

## **Corporations, Clubs and Foundations**

### *major contributors*

Alexander Group  
ANZ Staff Foundation  
Bass Coast Cycle Challenge  
BDH Holdings  
Bega Chamber of Commerce  
Bendigo Bank (*Central Coast Branches Committee*)  
Central Coast Stronger Communities Fund Community Grants Program 2017  
Community Organisation Grant Scheme (COGS) (*Auckland City, Far North, Horowhenua, Manukau, Papakura/Franklin, Rodney/North Shore, Waitakere, Whangarei/Kaipara, Whitiareia*)  
Graduate School of Motoring (*Townsville*)  
HART (*St Ives*)  
Hawkesbury Liquor Accord  
The Rotary Club of Henderson  
LTrent Driving School  
NSW 2017 Club Grants (*Bankstown District Sports Club Limited, Bathurst RSL, Bathurst Panthers, Canley Heights RSL, Club Sapphire Merimbula, Diggers Wallsend, Dubbo RSL Memorial Club, Eden Fisherman's Club, The Epping Club, Gosford RSL Club Ltd, Guilford Leagues Club, Leeton Soldiers Club, Liverpool Catholic Club, Manly Leagues Club, Merimbula RSL, Mosman RSL, Orange Ex-Services Club, Petersham RSL, Rooty Hill RSL Club Limited, The Hills Club, Windsor RSL, Wyong Rugby Leagues Club*)  
Proactive Drive Youth Driver Education Trust NZ  
Qld Gambling Community Benefit Fund  
Rightway Driving School  
Royal Automobile Association of South Australia Inc  
Royal Automobile Club Tasmania  
safe365 (*NZ*)  
Stadiums Queensland  
Sydney International Regatta Centre  
Sydney Olympic Park Authority  
The Trusts Arena (*Waitakere*)  
The Lion Foundation





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 and the hundreds of individual **Rotary volunteers** who give their time tirelessly

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

### **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, Burdekin Shire Council, Campbelltown City Council, Central Coast Council, City of Tea Tree Gully, Clare & Gilbert Valleys Council, Clarence Valley Council, Cowra Shire Council, Douglas Shire Council, Dubbo City Council, Eurobodalla Shire Council, Hawkesbury City Council, The Hills Shire Council, Horizons Regional Council (*Manawatu*), Kapiti District Council, Knox City Council, Limestone Coast Local Government Association, Marlborough District Council, Masterton District Council, Nelson City Council, Road Safe Southland, Road Safe Northland, Sunshine Coast Regional Council, Tasman District Council, Timaru District Council, Town of Gawler, Townsville City Council, The City of Salisbury, Wairarapa Road Safety Council, Warrumbungle Shire Council

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

*other supporters*

ACE Traffic Control, Adamstown Rider Training Centre, Adelaide Bank, ANZ Bank (*Newcastle*), Archibald Motors, Australian Driver Trainer Association, Barossa Valley Toyota, Bega Valley Motors, Bendigo Bank (*Modbury, Mt Gambier, Tewantin, Adelaide*), Beyond Bank Clare, Black Toyota, Brian Hilton Motor Group, Bruce Harris Construction, Burdekin TAFE, Camp Clayton Camping & Convention Centre, Carabou Buses, Cardiff Toyota, Cargill Processing Ltd, CFS Tanunda, Charter Services Queensland, Chenery Memorial Trust, Coates Hire (*various locations*), Coastal Auto Group, Coastline Credit Union, Coonabarabran Race Course, Dargaville Racing Club, Don West Toyota, Dubbo City Toyota, Eastern and Central Community Trust, Eggins Bus Company, Fiat Car Club of Queensland Inc, Ford Dargaville, Glasshouse Country Coaches, Grill'd Ltd (*Holden Hill*), House With No Steps (*Doonan*), ILT Foundation, IMB Bank (*Canberra*), Irelands New & Used Car Dealership, John Davis Motors, John Andrew Ford, Kembla Grange Turf Club, Lifetime Connect, MAIB, Maitland Toyota, Mareeba Mazda & Mitsubishi, Masterton Lands Trust, Max Orman Toyota, McIlroy Auto Group, McLeod Office Furniture, Mike Blewitt and Coffs Coast Isuzu Ute, Mike Carney Toyota, Moruya Jockey Club, Mossman Canegrowers, Mossman Sharks Football Club, Mossman Show Society, NAB Victor Harbor, NB&A Group, New Hope Coal (*Oakley*), Newcastle Permanent Building Society, Noosa Classic Car Club, Noosa Heads Surf Life Saving Club, Noosa Region SES, North Coast Heavy Towing, NRMA (*Central Coast*), O'Halloran Motors, Orange Driving School, Orange PCYC, Panorama Road Safety, Panthers Bathurst, PD&M Gazette, Plaza Holden, Pub Charity Limited, Queensland Ambulance, Rapid Relief Team (*NZ*), Ritchies Buses, Sandown Greyhound Racing Club, Smiths Mid North Motor Co, Southern Cross Austereo, Sprayrite, Sprint Auto, Steinborner Holden, Sunshine Coast Turf Club, Sunshine Toyota, Surf Life Saving Qld, Tablelands Driver Training, Taree Holden, Taree Wingham Race Club, Tewantin Noosa RSL, The Warehouse (*Pukekohe*), Tocal College Campus (*Paterson*), Trillian Trust, Vodafone Warriors, Vodafone (*Mt Smart*), Warkworth Community Centre, Wippels Autos, Wyong Race Course

*individual giving*

Aleesha McDonald, Carmel Goodwin, Councillors Chris Loft and Anne Maddern and Nathan Weckert

# 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 loss of \$508 (LY loss \$4,824) which was transferred from reserves.

### Trust Corpus

The corpus of the Trust Fund including retained earnings, as at 30 June 2017, amounting to \$71,308 (last year \$71,816).

### Principal Office

Level 2, 10 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)

Dr Stuart Leigh Boland AM, Chairman, MB, BS, FRCS, FRACS, FACS, FAMA, FAICD  
AT (Terry) Birss, CA(NZ), FCIS, FCSA, FIPA  
Edward (Ned) Boyce, BA LLB (ANU) FAICD

Experience of the directors is set out under the Directors' Report of Road Safety Education Limited forming part of this Concise Annual Report.

### 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

AC KBE

Experience



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.
- Geoffrey McIntyre AM. PSM (S'pore), former nonexecutive Chair of: Bank of China Australia Ltd, Road Safety Education Limited and Road Safety Education Foundation Ltd.

# Financial Report

Road Safety Education Foundation (Year Ended 30 June 2017)

## Income Statement

	2017 \$	2016 \$
<b>INCOME</b>		
Donations	-	-
Interest Received	3	47
Dividends	852	2,976
<b>LESS EXPENDITURE</b>		
Audit & accounting	700	1,307
Investment costs	-	378
Loss on sale of shares	-	6,110
Other expenses	663	54
<b>Total</b>	<b>1,363</b>	<b>7,849</b>
<b>(LOSS)/PROFIT BEFORE INCOME TAX</b>	<b>(508)</b>	<b>(4,824)</b>
Income tax expense	-	-
<b>(LOSS)/PROFIT AFTER INCOME TAX</b>	<b>(508)</b>	<b>(4,824)</b>
<b>Distribution to beneficiaries</b>		
Road Safety Education Ltd	-	-
<b>Total Distribution</b>	<b>-</b>	<b>-</b>
<b>Accumulated income at end of the financial year</b>	<b>(508)</b>	<b>(4,824)</b>

## Balance Sheet

<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	345	564
Trade and other receivables	49,051	50,193
<b>TOTAL CURRENT ASSETS</b>	<b>49,396</b>	<b>50,757</b>
<b>NON CURRENT ASSETS</b>		
Investments	21,512	20,659
Formation costs	1,100	1,100
<b>TOTAL NON CURRENT ASSETS</b>	<b>22,612</b>	<b>21,759</b>
<b>TOTAL ASSETS</b>	<b>72,008</b>	<b>72,516</b>
<b>LIABILITIES</b>		
<b>CURRENT LIABILITIES</b>		
Trade and other payables	700	700
<b>TOTAL CURRENT LIABILITIES</b>	<b>700</b>	<b>700</b>
<b>TOTAL LIABILITIES</b>	<b>700</b>	<b>700</b>
<b>NET ASSETS</b>	<b>71,308</b>	<b>71,816</b>
<b>EQUITY</b>		
Settlement sum	100	100
Retained earnings	71,208	71,716
<b>TOTAL EQUITY</b>	<b>71,308</b>	<b>71,816</b>

An independent audit of the 2016/2017 Financial Report for Road Safety Education Foundation has been conducted by Geoffrey Adcock (Partner), Storey Blackwood, Chartered Accountants, Level 4, 222 Clarence Street, Sydney, NSW 2000.

<b>Storey Blackwood</b> CHARTERED ACCOUNTANTS ABRN 35 654 475 149	
<b>ROAD SAFETY EDUCATION FOUNDATION</b> ABRN 35 654 475 149	
<b>INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEE OF ROAD SAFETY EDUCATION FOUNDATION</b> Report on the Audit of the Financial Report	
<b>Opinion</b> We have audited the accompanying financial report of ROAD SAFETY EDUCATION FOUNDATION, which comprises the balance sheet as at 30 June 2017 and the income statement for the year ended on that date, a summary of significant accounting policies and other explanatory notes and the trustee's declaration.	
In our opinion, the accompanying financial report presents fairly, in all material respects, including:	
(i) giving a true and fair view of the Company's financial position as at 30 June 2017 and of its financial performance for the year ended on that date; and	
(ii) complying with Division 60 of the Australian Charities and Not-for-profits Commission Regulations 2013.	
<b>Basis for Opinion</b> We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit Report section of our report. We are independent of the Company in accordance with the auditor independence requirement of Division 60 of the Australian Charities and Not-for-profits Commission Act 2012 and the ethical requirements of the Accounting, Professional and Ethical Standards Board's APES 110 Code of Ethics for Professional Accountants (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our ethical responsibilities in accordance with the Code.	
We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.	
<b>Emphasis of Matter - Basis of Accounting</b> We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to meet the requirements of Division 60 of the Australian Charities and Not-for-profits Commission Act 2012. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect to this matter.	
<b>Responsibilities of Management and Those Charged with Governance</b> Management is responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards and Division 60 of the Australian Charities and Not-for-profits Commission Act 2012 and for such internal control as management determines is necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.	
Those charged with governance are responsible for overseeing the Company's financial reporting process.	
<b>Auditor's Responsibilities for the Audit of the Financial Report</b> Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but it is not a guarantee that an audit conducted in accordance with Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial report.	
As part of an audit in accordance with the Australian Auditing Standards, we exercise professional judgment and maintain professional scepticism throughout the audit. We also:	
• identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls.	
• obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.	
• evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.	
• conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.	
• evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.	
<b>Auditor's Responsibilities for the Audit of the Financial Report</b> We communicate with the directors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.	
We also provide the directors with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them on relationships and other matters that may bear on the independence, and where applicable, related safeguards.	
Storey Blackwood Level 4, 222 Clarence Street Sydney NSW 2000 Geoffrey Adcock Partner - Geoffrey Adcock Date: 26 October 2017	

Excerpts from the audited financial report.

# 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, Program Director**

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.

### **Brooke O'Donnell, General Manager Education & Communications**

Brooke joined RSE in January 2006 and is responsible for the quality and effectiveness of all RSE program content including research, development, training and evaluation. Brooke's role also includes media and social media communications and production of program and promotional materials.

### **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.

### **Jane Ward, Media & Communications Coordinator (Part Time)**

Commencing in March 2010, Jane's responsibility is to administer internal and external communications, through media opportunities and evaluation reporting.

### **Christina Angonno, Accountant/Office Manager**

Commencing in April 2016, Christina provides financial administration of all business units. In addition, Christina is responsible for administrative management of the Australian head office.

## New Zealand

### **Maria Lovelock, Programme Manager - NZ**

Maria was appointed in March 2016 as the senior NZ representative overseeing the operations of the New Zealand organisation – working closely with stakeholders and Rotary clubs, supporting the operation of all programmes including training, recruitment quality control, PR and financial supervision.

### **RYDA Program Coordinators**

Our Program 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.

#### *Australia*

### **Kelly Martinson, Sydney**

Kelly joined RSE in July 2017, 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 (Part Time)**

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

### **Hannah Olsen, Brisbane**

Hannah joined RSE in June 2014, taking on the responsibility for the four Brisbane metropolitan venues (Chandler, Ipswich, Gold Coast and Indooroopilly) and also provides assistance to regional programs.

#### *New Zealand*

### **Pearl Newman, Northland & Lower North Island (Part Time)**

Pearl has been with RSE since 2012 and is responsible for running programmes across our North Island regional venues. She also facilitates at other venues as needed.


### **Dorothy Connor, Auckland (Part Time)**

Dorothy began working with RSE in November 2015, responsible for running programmes at all our Auckland venues from Warkworth to Pukekohe. She completed her role in December 2017.


### **Tim Hartnell, South Island (Part Time)**

Tim has been with RSE since 2016 and is responsible for running all programmes in the South Island.







"This session really made me feel aware of how I could potentially put myself at risk but also protect myself from it. It was hard to distance myself from this session because it made me think about my own situation"



"We got to estimate the distance that it took the vehicle to stop. It was a fun, practical session. The people hosting our group were also very knowledgeable and including, which made this activity engaging."



*"I found the police officer really engaging and fun to listen to. The information he shared with my group was really mind blowing"*



"To hear the story from those who were affected by the crash was awesome. The presenter was great with helping us understand and develop strategies and ideas for our future on the road"

**"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** MB BS BSc(Med)(Hons) PhD FRACS  
Former 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 working with Statistics NZ.

### 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.

**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.

**Dr Neale Kinnear, PhD, BSc (Hons), CAD** is the Principal Psychologist for the Transport Research Laboratory of UK engaged in the study of human behaviour and transport.

**Dr Marilyn Johnson, PhD** is a Senior Research Fellow in the Institute of Transport Studies at Monash University. She is also the Research Manager at the Amy Gillett Foundation.

### Ambassadors

**Peter Frazer** is the President of SARAH (Safer Australian Roads and Highways), a Principal Partner of the Yellow Ribbon National Road Safety Week in Australia.

**Andrew Morley** is an Actor, Speaker and Entrepreneur, best known for his work on Neighbours. He is also a volunteer member of the Country Fire Authority.

### 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 former 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.

**Geoffrey McIntyre AM, PSM (S'pore), FAICD, F.Fin - Chair** retired as Chairman of the Bank of China Australia Limited and previous Chair of RSE Ltd.

#### Directors of the Corporate Trustee

**Dr Stuart Boland**  
**A T (Terry) Birss**  
**Edward (Ned) Boyce**

*as at 1 December 2017*

In Australia & New Zealand  
Founding Partner



In Australia



In New Zealand  
Co-Founding Partner



Community Partner



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

© Copyright 2017

This report has been produced by Road Safety Education Limited. Copyright is held by Road Safety Education Limited. RSE's Programs, or any part of them, including the session materials may not be presented except in the context of the RSE Road Safety Education Program by facilitators accredited by Road Safety Education Limited. No part of this report may be reproduced without written permission from Road Safety Education Limited.

**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)

Level 2, 10 Julius Avenue,  
North Ryde NSW 2113  
P 1300 127 642  
P +61 2 8874 4332  
E [info@rse.org.au](mailto:info@rse.org.au)

**New Zealand**

Road Safety Education Limited  
Registered Charitable Entity:  
CC27875

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

PO Box 12876, Penrose,  
Auckland 1642  
P +64 21 545 030

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