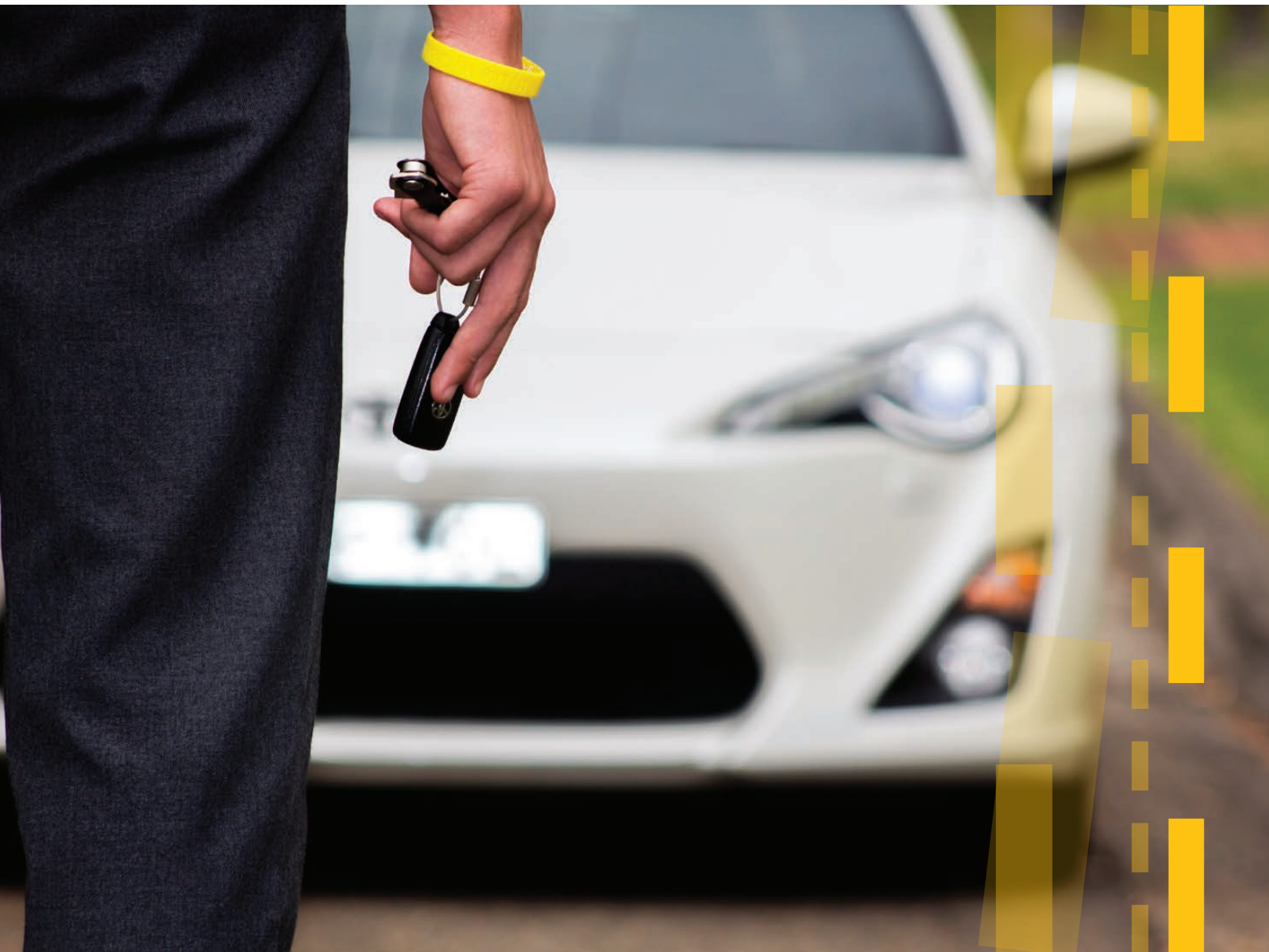


## Concise Annual Report 2016



*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 ten years.

Last year 226 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 307 last year – a reduction of 43% 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 crash data.

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 2016

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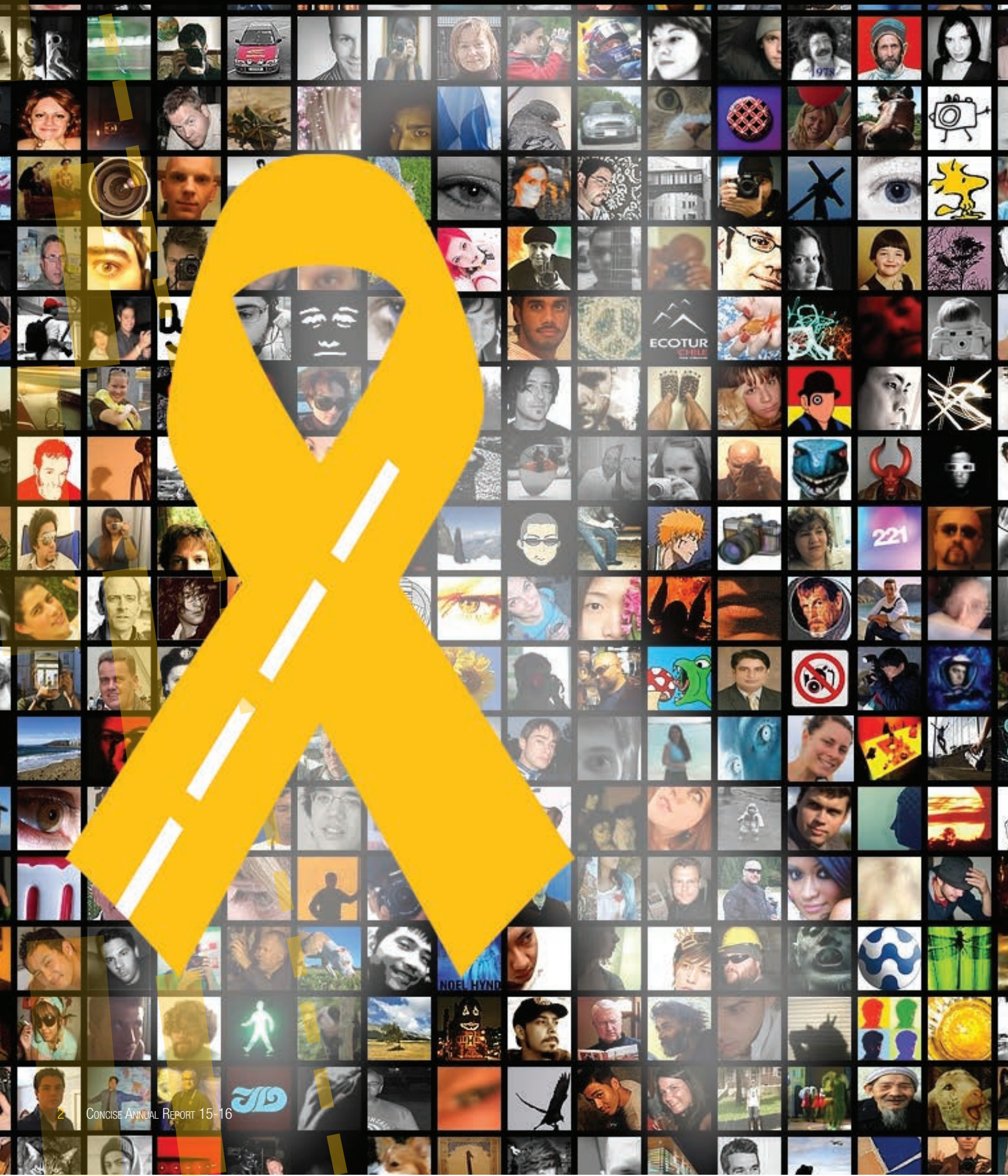
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THE ROAD TOLL...

IT'S NOT JUST A NUMBER





# Chair's Message

Kerry Chikarovski

Road Safety Education Limited (RSE) has continued to demonstrate a commitment to providing evidence based road safety education that contributes to a reduction in road trauma with a focus on our most vulnerable young drivers and passengers. Unfortunately recently released statistics show a worrying rise in road deaths in both Australia and New Zealand and these figures are certainly just one more reminder that more needs to be done to make our roads a safer place for all.

Once again behavioural issues including distracted drivers and the texting epidemic, speeding, drugs and alcohol are at the centre of the increased road trauma figures and it is increasingly recognised that education needs to take centre stage as technology and the challenges of driving evolve. More than ever, it is not enough to just teach a young person the skill of manoeuvring a vehicle, we must balance this with the skill of critical thinking and an appreciation for safety on the road.

We are very pleased to report that during 2015/16 our flagship program RYDA, was presented throughout Australia and New Zealand to over 50,000 students from over 600 high schools. The RYDA Program provides senior high school students with a unique opportunity to intensively engage in an interactive environment designed to help them better understand the risks associated with road use and to also develop an appreciation for the reasons for many of the laws in place to protect them as novice drivers and passengers.

**RSE has a long history of helping to reduce youth road trauma** and in large measure our achievements can be attributed to successfully mobilising community engagement, combined with professionally developed and delivered programs. Through our direct contact with high schools, RSE is in a unique position that allows us to develop a greatly valued relationship with the broad school community, including teachers, students and parents.

RSE maintains a very significant emphasis on the quality of programs and this is reflected in the RSE Advisory Council made up of leading research practitioners with a particular focus on the psychological aspects of youth road safety education. This year we were pleased to welcome Dr Marilyn Johnson from Monash University to join the four other members of the RSE Advisory Council. The development of

RYDA 3.1 that was released in February 2016 has again established a new benchmark in youth road safety education and maintains RSE as an industry leader.

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. Investment in road safety education is recognised to provide significant financial and social benefits to our broad community and it is hoped that more governments will now follow the recent initiative of the Queensland State Government to provide over \$800,000 to directly fund student participation in the RYDA Program over a three year period.

The level of community support for RSE and our road safety education activities is also reflected in the substantial number of sponsors who do support our organisation, especially our Founding Sponsor BOC and Major Sponsors Toyota Australia, New Zealand Steel and Bosch. In June 2016 we were very pleased to welcome Bridgestone Australia and New Zealand as a sponsor to support RSE in our mission to help save young lives on the road. To all those who do so much to support our cause, we extend to them 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.

Our sincere thanks for his past services, go to Geoffrey McIntyre AM, who retired as Chair of our Foundation. He has accepted appointment as a Vice Patron and we welcome Dr Stuart Boland as the new Chair. I also convey our deep appreciation to our Patron, Sir William Deane and Vice Patrons, for their help in our endeavours.

I 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 commitment to our company and the dedicated and effective way in which they go about delivering our mission of helping to reduce youth road trauma.

**Kerry Chikarovski**  
**Chair**  
**December 2016**

# CEO/Managing Director's Report

Terry Birss

## The quality of our programs and the level of participation

*RYDA version 3.1 & RSE Social Impact Study released*

*50,000 students attended RYDA bringing RYDA graduates to over 460,000*

The RSE Advisory Council is an integral part of RSE program excellence and we were pleased to welcome the appointment of an additional member, Dr Marilyn Johnson, Senior Research Fellow at Monash University, Vic. We also welcomed Mr Geoffrey McIntyre AM as an additional Vice Patron, previously Chair of RSE.

**For the third consecutive year over 50,000 students participated in RYDA, our flagship program bringing the total number of RYDA graduates to over 460,000.**

**RSE maintained its industry leadership and released, during the year, the latest version of its flagship best practice program, RYDA 3.1.**

We also released the RSE 2016 Social Impact Study - a four year evaluated study which identified the valuable contribution that the RYDA program is making in reducing youth road trauma. This study, was initiated in 2012 with the support of partner, Toyota Australia and the study's evidence is outlined later in this Annual Report. With pre and post program day evaluation, it shows that RYDA reinforces government and community road safety measures. Importantly, RYDA plays a critical role in filling the gaps where there are no established measures, with information and strategies designed to reduce student vulnerability, whether as novice drivers or passengers. This is a highly cost-effective way of reducing road trauma. The study also shows significant changes in intention to change personal behaviour.

The annual financial cost of youth road trauma from over 275 deaths and 5,500 serious and life changing injuries is enormous, with each fatality amounting to approximately \$2.4M and each serious injury between \$1.8M – \$3.8M. Annually this adds up to many billions of dollars and is to be contrasted with the cost of providing RYDA which is \$2M pa impacting over 50,000 students, teachers, parents and the broader community. Purely economically, the potential reduction in road trauma resulting from the RYDA education represents a significantly valuable contribution to society. Socially, the value of reducing road trauma is immeasurable.

## RSE partners

In an economic environment which continues to put up challenges, we continued to allocate student places to the maximum prudent extent (given availability of funds) although we have experienced a loss in operations for the third consecutive year. Towards the end of the year we were very pleased to add to our cohort of valuable corporate partners, the world's leading automotive tyre producer, Bridgestone (Australia and New Zealand) who now join BOC and Bosch in both countries along with Toyota in Australia and NZ Steel in New Zealand. The significant contribution provided by our partners is complemented by our community Partner – hundreds of Rotary Clubs that make financial donations and also provide many volunteer hours to maintain the accessibility and affordability of RYDA.

## Good2Go under development

*– enabling students to put RYDA into practice*

RYDA incorporates the RSE 'GPS', a personal road safety plan which students complete during the RYDA day and also discuss with their families. To enable students to put RYDA into practice, this year we proceeded with the development of Good2Go, our in-car coaching program.

The redeveloped Good2Go, which is currently being piloted for targeted release early in 2017, is designed to reinforce in a hands-on way, RYDA program messages, extending student learning opportunities to support novice drivers and, in turn, their parents.

## RSE 2016 Social Impact Study

*A study into the social and economic impacts of the RYDA program on Australian and New Zealand communities,*

The Social Impact Study, indicates that governments can only do so much through their public and mass messaging; only so much with web-based information.

This was clear from students' responses to knowledge, pre and post RYDA regarding seat belt use and impairment (alcohol/drugs) where there was little change. But the evidence shows that there are alarming gaps in knowledge - and this was most evident in the RYDA sessions covering high risk areas such as understanding the effect of speed on stopping distances, trip planning, distraction relating to mobiles and choosing responsible passengers - where pre and post RYDA knowledge typically doubled.



The SIS also measured changes in attitude based on the interrelation of the structured RYDA course – results showed that 94% change their attitude towards recognising and understanding why an increase of just 5 km/h can mean the difference between death/serious injury or none at all - a valuable change in attitude given the increasing number of incidents involving vulnerable road users. This change in attitude combined with a substantially increased awareness of risk, was reflected in 98% of students committing to change their behaviour and to apply the things that they had learned at RYDA.

Parental engagement was significant with 80% of students talking to their families about RYDA messages and their personal safety plan developed during the RYDA day, which also often developed into positive messages during family car trips.

*Empowering teachers to reinforce the RYDA messages back in the classroom.*

The RYDA teacher partnership is a unique blend of technical and expertly presented information, interaction and experiences complementing the teacher student relationship.

Teachers reported that they felt 'very involved' in supporting RYDA and its messages before the program day (74%), on the program day (85%) and back in the classroom 69%). Teachers reported that the value of RYDA to the students was 'very worthwhile' (87%) with 12% reporting 'worthwhile'.

Teachers also reported that they considered that 80% of students would in fact change their behaviour based on what they had experienced at the RYDA day.

#### **Financial – consolidated results**

- Revenue of \$3.33M (LY \$3.55 in) 6% reduction
  - Program subsidies given of \$1.15M (LY \$1.41M) 18% reduction
  - Expenditure of \$2.27 M (LY \$2.21M) 3% increase
  - Loss of \$92,382 (LY \$69,142) incorporating amortisation \$47,240 (LY \$20,598)
  - Members Group Equity \$162,733 (LY \$255,115)
- Further financial information is provided later in this Annual Report.

#### **Looking ahead – as a community we need to do more, better.**

*This means targeting more, but only, best practice education.*

Annually there are 1,500 fatalities of which 275 are young people - a national tragedy on both sides of the Tasman.

Over 1,500 Australians and New Zealanders should not be dying on our roads every year – 1,500 is not just a number but represents 1,500 family tragedies which are compounded each year by 30,000, suffering serious and life changing injuries.

A huge toll on the public purse; a huge toll on families. These fatalities represent 3 airliner crashes every year. That would not be tolerated and nor should we tolerate this level of death and injury as the price of road transportation.

*Road safety education is a key part of the solution.*

Not just any education, but education which is structured and evidence-based, is evaluated and is demonstrably best practice. Given its purpose, to keep young people safe, road safety education must be the best it can be. In a tight school curriculum there is no time for non-compliant education which will do harm by diverting students away from education that may well save their lives.



# CEO/Managing Director's Report (cont)

Unknowingly, students can miss out on life saving messages designed to increase their awareness and perception of risk and help them make better choices in navigating their road journeys, both as novice drivers and passengers.

The road to safer journeys is much more than learning sufficient vehicle manoeuvring skills to obtain a licence. It is also more than receiving professional tuition in return for which there is a reduction in GLS driving hours. In the absence of minimum standards set by governments, schools, teachers and parents cannot be expected to know what is, or where to find, effective education.

Now the release of RSE's 2016 Social Impact Study is assisting schools in this area. The study demonstrates that RYDA is a valuable, trusted and affordable tool in trauma reduction.

Currently, RSE's available funds enables 25% of the targeted cohort typically age 16 – 18 years to attend RYDA. Depending on government support this varies significantly from virtually 100% in Tasmania, 50% in NSW, over 25% in Queensland, 20% in SA, 12% in NZ, whilst for example, with an absence of Victorian government support, 3% in that state.

Shortly after year end, we entered into a collaboration agreement with Proactive, an education trust incorporating interests associated with the transport industry in the South Island of New Zealand. This welcomed association is designed to strengthen support for RSE programs in that area.

*The burden on many parents particularly the disadvantaged, is too heavy.*

Approximately 75% of the program cost falls more or less equally on our corporate partners and parents. Governments contribute on average 5% with the balance made up of support from hundreds of communities. But it is governments that reap the major financial reward of reduced road trauma.

*We need to make RYDA available to more students than our current 25% coverage.*

We are continuing our call to action: for governments which are not doing so to lift their funding. We argue that governments should direct their funds to programs that are

structured courses, are evidence-based, are evaluated and which demonstrate their capacity to reduce road trauma. It will be governments that reap the reward financially and it will be families that will be saved from suffering tragedy. We will also support this call to action by broadening our current partner base.

## **The RSE organisation**

The RSE team includes our Board, our Patronage and our Advisory Council which contribute substantially to the outcomes our education provides. Our corporate partners, along with hundreds of Rotarians and community sponsors and supporters are also crucial to ensuring the RYDA program is accessible and affordable for all. And of course our staff in Australia and New Zealand that make it all happen.

It is this combination of support that enables RSE to protect the lives of many thousands of young people and their families. As the leading and only national organisation for youth road safety education in Australia and New Zealand our organisation has the unique opportunity to increase the provision of life-saving road safety education at a crucial time for these highly vulnerable road users.

My deep appreciation goes to this extraordinary group of people working for a common goal – our Vision of: 'zero youth road trauma'.

My personal thanks go to the Board including our Chair, Kerry Chikarovski and to our staff and management team, who passionately and competently go about executing our Mission, which, from a position of industry leadership is to provide evidence-based road safety education that saves lives by supporting the development of a road safety culture across the generations.

**Terry Birss**  
**CEO/Managing Director**  
**December 2016**



# RYDA

## F16 BY THE NUMBERS

**346**  
participating  
**Rotary Clubs**

**2,757**  
participating  
**teachers**

**597** participating  
**schools**

**6,918**  
**Rotary**  
volunteer hours

**450**  
trained facilitators

**82** venues

**461**  
program days

over  
**460,000**  
students to date

**50,733**  
students this year

The following venues conducted RYDA Programs in 2015/16

### Australia

**New South Wales** Bathurst, Bega, Central Coast, Coonabarabran, Cowra, Dubbo, Eurobodalla, Illawarra, Leeton, Maitland, Narrabri, Nelson Bay, 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, Gold Coast, Gympie, Kingaroy, Mackay, Mareeba, Maryborough, Mossman, Nambour, Noosa, Townsville | **South Australia** Adelaide (Flinders University), Barossa Valley, Campbelltown, Clare, Elizabeth, Gawler, Mount Gambier, Salisbury, Seaton, Victor Harbor, Waikerie, Whyalla | **Tasmania** Devonport, Hobart, Huonville, King Island, Launceston, Queenstown, Smithton | **Victoria** Leongatha, Melbourne (Bayswater, Broadmeadows, Lilydale, Springvale), Phillip Island

### New Zealand

**North Island** Auckland (Central, North, South, West), Dargaville, Feilding, Kaitaia, Kawakawa, Masterton, Okaihau, Paraparaumu, Pukekohe, Whangarei, | **South Island** Blenheim, Darfield, Nelson, Timaru



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

During 2016, 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. The Council also engaged in the Social Impact Study process. 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, the conspicuity and comprehension of hazard warning signs, 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.



**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.

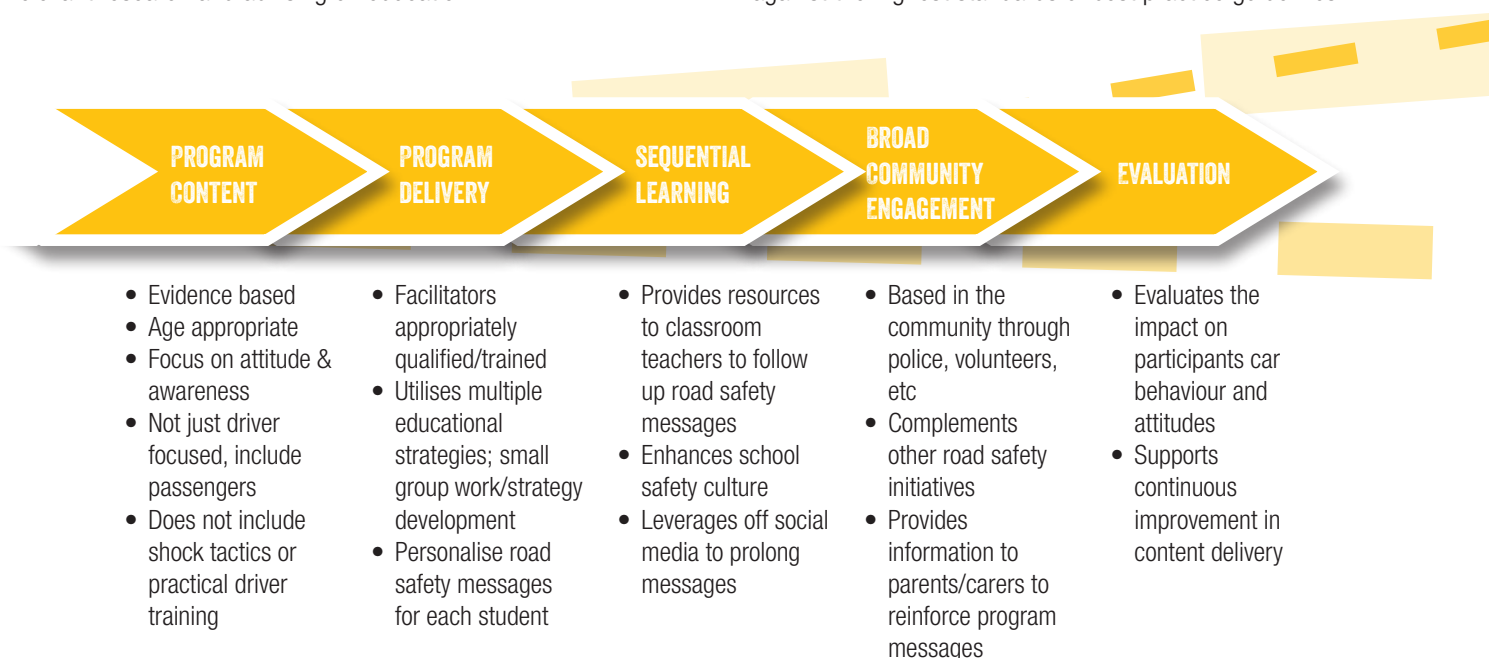


# Best Practice

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 has been developed over a number of years. It draws its content and delivery techniques from road safety, behaviour change and health literature, 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 driver training but rather focuses on attitude and awareness and includes influence of passengers. Students are encouraged to explore their own experience and problem solve and develop appropriate strategies to stay safe.

**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

further. There are many good road safety programs provided within schools and the RYDA Program enhances these programs. In addition, RSE provides road safety education for the preceding and proceeding years to the RYDA Program 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 all staff in corporations that support us throughout Australia and New Zealand. 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 PERSONALITY TEST** 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.
- **RIGHTS & RESPONSIBILITIES** 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.
- **AFTER THE CRASH** A powerful presentation by a speaker about the crash that changed their life. Features an exercise where students examine how a similar crash would affect their life and plans.
- **GENEVIEVE'S STORY** A true and emotional story about a young driver and passenger involved in a road crash. Students analyse the crash and its contributing factors, discuss the ripple effect and develop plans 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 and getting tips from road safety experts on how to protect themselves, their friends and family. The greatest impact at RYDA often comes from the personal stories of loss and survival where students come to realise how one poor choice can change a life forever.

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 consists of flexible units focussing on building strategies around risky behaviours to be delivered by the teacher in 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 2012, with the support of partner Toyota Australia, RSE embarked on a significant study, designed to measure the social and economic value created by the RYDA program. This study investigated the impact, primarily on participating students, supporting a road safety culture in our society and contributing towards the reduction of trauma.**

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.

### RYDA - Key Learning Outcomes



# Broad Impact of RSE Programs

## Highlights from the RSE's Social Impact Study

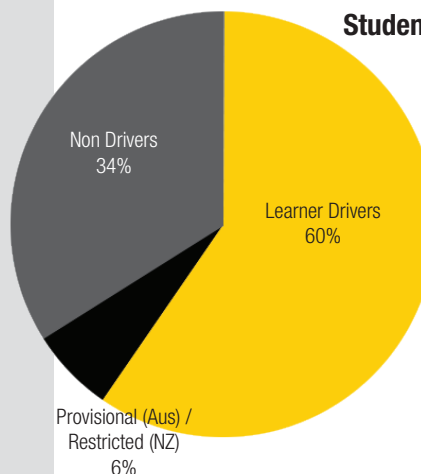
### Methodology - Supporting the Theory of Change

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.

### 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).

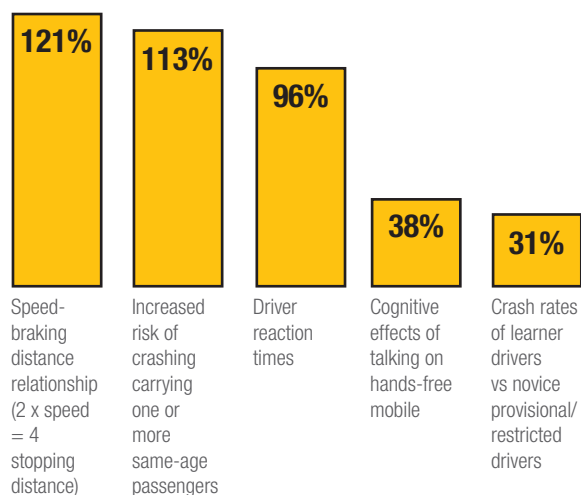
Accidents Useful Dangers Idea Safer Driver Alcohol  
 Aware Expect Knowledge Experience  
 Learn Course Road speed Safety  
 Education Safe Laws Tips Unsafe Driving  
 Situations Facts Stopping Distance Potential  
 Better Driver Day off School Skills

### 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.

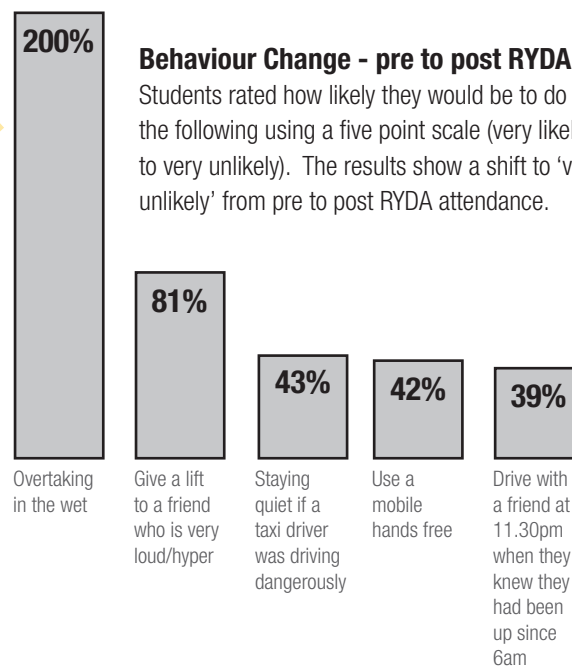
### Knowledge Increase - pre to post RYDA

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



### 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**

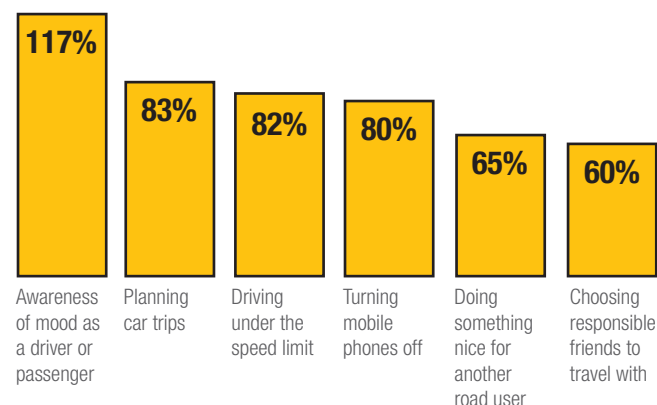
Learner drivers (those being supervised) reported increased awareness of road safety risks, have less distracted behaviour while in the car, greater awareness of keeping an eye out for micro sleeping, greater awareness of hazards, feel more cautious, and were more likely to turn off their mobiles.



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:

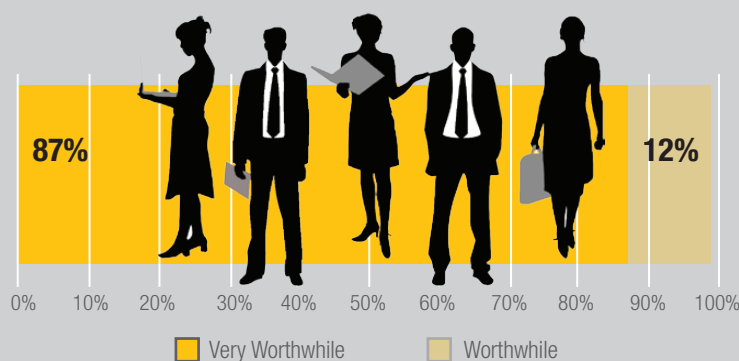
How well did you remember RYDA messages after 12 months?

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 BetterDriver 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

at the date of this financial report  
Kerry Chikarovski, Chair  
A T (Terry) Birss, CEO/Managing Director  
John Loughlin  
Paul Pixton  
Dr Ronald (Keith) Barton  
Edward (Ned) Boyce  
Lynne Wilkinson  
Dr Stuart Boland

### Executive Officers

at the date of this financial report  
CEO/Managing Director, A T (Terry) Birss  
Program Director, 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 2016

## 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 2016. 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 2016, 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 2016

## 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 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 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 and Amcor Ltd. Dr Barton is currently a Non Executive Director of 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 auspicious.

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 2016

### 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 Program Director in July 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 Nickless 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 eligible to attend	Meetings attended
Albert Terence Birss	9	9
John Loughlin	9	9
Paul Albert Pixton	9	8
Dr Ronald (Keith) Barton	9	8
Edward (Ned) Boyce)	9	9
Kerry Anne Chikarovski	9	9
Lynne Wilkinson	9	7
Dr Stuart Boland	7	7

### Operating Results

The consolidated loss of the Group amounted to \$ (93,912) (2015: \$ (68,234)).

### 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 \$3,559 (2015: \$4,023).

### 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 2016 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 K A Chikarovski, Chair and A T Birss, CEO/Managing Director 14 November 2016.

The reference to page 7 in the preceding paragraph is a reference to the Auditor's Independence Declaration which appears on page 20 of this report.



# Financial Report

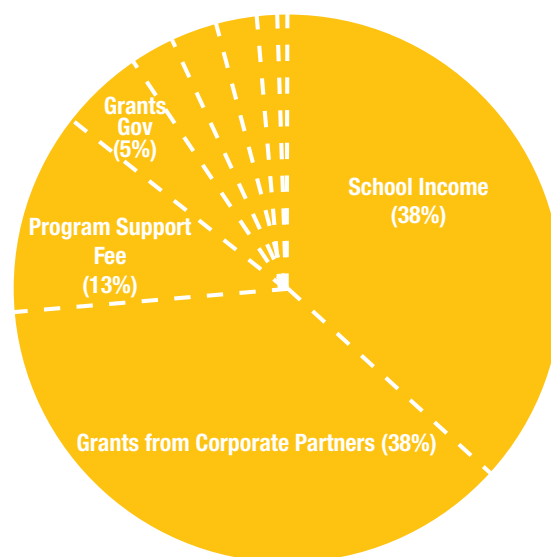
## Income & Expenditure Analysis (the parent)

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	\$2,844,014
Less Program Discounts given	-\$1,083,485
<b>Income before Expenditure</b>	<b>\$1,760,528</b>

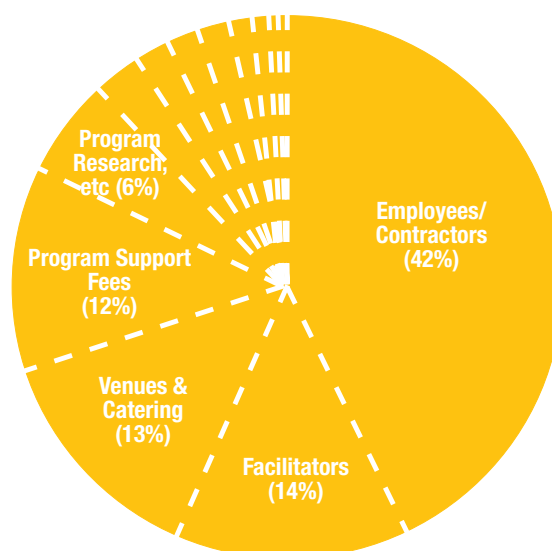
Schools	\$1,745,058	99%
Less discounts given (support from):		
Community, including Rotary	-\$ 208,586	-12%
Corporate Partners	-\$ 645,849	-37%
Grants applied to school/student fees	-\$ 85,654	-5%
Special discounts applied	-\$ 143,396	-8%
Schools, net after discounts given	\$ 661,573	38%
Grants from Corporate Partners	\$ 666,487	38%
Program Support Fees	\$ 222,327	13%
Grants (Government)	\$ 85,586	5%
Grants (Councils)	\$ 49,520	3%
License & Management Fees	\$ 45,000	3%
Other Sponsorship & Donations	\$ 41,617	2%
Rotary Donations	\$ 27,522	2%
Interest Received	\$ 4,552	<1%
Other	\$ 1,344	<1%



### Expenditure

<b>Total Expenditure</b>	<b>\$1,868,031</b>
--------------------------	--------------------

Employees/Contractors	\$ 792,962	42%
Facilitators	\$ 254,962	14%
Venues & Catering	\$ 250,145	13%
Program Support Fees	\$ 222,783	12%
Program Research, QA, Training & Development	\$ 110,774	6%
Amortisation & Depreciation	\$ 46,422	2%
Premises, Utilities & Office Services	\$ 39,000	2%
Program Venue Materials	\$ 38,046	2%
Communications & Travel	\$ 34,587	2%
Printing, Advertising, Promotional	\$ 24,620	1%
IT, Equipment & Office Supplies	\$ 17,292	1%
Accounting & Compliance	\$ 10,930	1%
Interest Fees & Insurance	\$ 9,262	<1%
Other	\$ 16,911	1%



# Financial Report

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

An independent audit of the 2015/2016 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 to the requirements of section 60-40 of the Australian Charities and Not-for-profits Commission Act 2012, as lead auditor for the audit of The Australian Outward Bound Foundation And Controlled Entity for the year ended 30 June 2016, I declare that, to the best of my knowledge and belief, during the year ended 30 June 2016, 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 14<sup>th</sup> day of ...November...2016



**Storey Blackwood**  
CHARTERED ACCOUNTANTS

ABN 16 495 461 685

#### 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 2016, 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 2016. We expressed an unmodified audit opinion on that financial report in our report dated 14 November 2016.

#### TAXATION SERVICES

#### BUSINESS CONSULTING

That financial report, and the summary consolidated financial statements, do not reflect the effects of events that occurred subsequent to 14 November 2016, the date of our report.

#### PERSONAL SUPERANNUATION

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.

#### COMPANY SECRETARIAL

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

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

#### LIQUIDATIONS

#### 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*.

#### 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 2016 are consistent, in all material respects, with that audited financial report.

*Storey Blackwood*

Storey Blackwood

*Geoffrey N Adcock*

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

Dated this 30<sup>th</sup> day of November 2016

#### DIRECTORS

I.A. TOLLY  
G.N. ADCOCK

LEVEL 4, 222 CLARENCE STREET SYDNEY NSW 2000 - POSTAL ADDRESS: PO BOX Q186 QVB SYDNEY 1230  
TELEPHONE: (02) 9283 4500 (FACSIMILE: (02) 9283 4643 EMAIL: mail@storeyblackwood.com.au  
Member of Kreston International - a global network of independent accounting firms  
Liability limited by a scheme approved under Professional Standards Legislation



# Financial Report

Road Safety Education Limited & Controlled Entity (as at 30 June 2016)

## Statement of Comprehensive Income

	Consolidated		Parent	
	2016	2015	2016	2015
	\$	\$	\$	\$
Sponsorships & grants for program maintenance, development & subsidies	<b>1,018,069</b>	1,171,553	<b>981,962</b>	1,092,829
Program school fees & grants for program delivery	<b>2,310,801</b>	2,379,832	<b>1,933,887</b>	2,038,716
<b>TOTAL REVENUE</b>	<b>3,328,870</b>	3,551,385	<b>2,915,849</b>	3,131,545
Less Program discounts and subsidies	<b>(1,150,190)</b>	(1,406,475)	<b>(1,092,897)</b>	(1,263,851)
<b>NET REVENUE</b>	<b>2,178,680</b>	2,144,910	<b>1,822,952</b>	1,867,694
Program research, maint., QA & delivery support exp.	<b>(1,327,536)</b>	(1,244,082)	<b>(1,083,168)</b>	(1,091,197)
Depreciation and programs amortisation expense	<b>(47,240)</b>	(20,598)	<b>(46,422)</b>	(19,793)
Program delivery expense	<b>(897,816)</b>	(948,464)	<b>(755,838)</b>	(823,375)
<b>PROFIT/(LOSS) BEFORE INCOME TAX</b>	<b>(93,912)</b>	(68,234)	<b>(62,746)</b>	(66,671)
Income tax expense	-	-	-	-
<b>PROFIT/(LOSS) FOR THE YEAR</b>	<b>(93,912)</b>	(68,234)	<b>(62,746)</b>	(66,671)
<b>OTHER COMPREHENSIVE INCOME</b>				
Exchange difference on translating foreign controlled entities	<b>1,530</b>	(908)	-	-
<b>TOTAL OTHER COMPREHENSIVE INCOME FOR THE YEAR</b>	<b>1,530</b>	(908)	-	-
<b>TOTAL COMPREHENSIVE INCOME FOR THE YEAR</b>	<b>(92,382)</b>	(69,142)	<b>(62,746)</b>	(66,671)

## Statement of Financial Position

### ASSETS

#### CURRENT ASSETS

Cash and cash equivalents	<b>158,951</b>	240,997	<b>140,390</b>	222,969
Trade and other receivables	<b>224,611</b>	179,465	<b>195,043</b>	124,401
<b>TOTAL CURRENT ASSETS</b>	<b>383,562</b>	420,462	<b>335,433</b>	347,370

#### NON-CURRENT ASSETS

Financial assets	<b>800</b>	800	<b>801</b>	801
Plant and equipment	<b>10,621</b>	2,888	<b>7,201</b>	2,455
Intangible assets - education programs	<b>234,908</b>	235,267	<b>234,908</b>	235,267
<b>TOTAL NON-CURRENT ASSETS</b>	<b>246,329</b>	238,955	<b>242,910</b>	238,523
<b>TOTAL ASSETS</b>	<b>629,891</b>	659,417	<b>578,343</b>	585,893

### LIABILITIES

#### CURRENT LIABILITIES

Trade and other payables	<b>243,723</b>	231,897	<b>191,087</b>	187,429
Employee benefits	<b>64,446</b>	44,145	<b>61,743</b>	41,114
Other liabilities	<b>130,078</b>	84,939	<b>120,050</b>	75,000
<b>TOTAL CURRENT LIABILITIES</b>	<b>438,247</b>	360,980	<b>303,543</b>	321,906

#### NON-CURRENT LIABILITIES

Employee benefits	<b>28,911</b>	43,322	<b>28,911</b>	43,322
<b>TOTAL NON-CURRENT LIABILITIES</b>	<b>28,911</b>	43,322	<b>28,911</b>	43,322
<b>TOTAL LIABILITIES</b>	<b>467,158</b>	404,302	<b>401,791</b>	346,865
<b>NET ASSETS</b>	<b>162,733</b>	255,115	<b>176,552</b>	239,028

### EQUITY

Reserves	<b>11,090</b>	9,560	-	-
Retained surplus	<b>151,643</b>	245,555	<b>176,552</b>	239,028
<b>TOTAL EQUITY</b>	<b>162,733</b>	255,115	<b>176,552</b>	239,028

Excerpts from the audited financial report.



# Company Directory & Directors Report

## Road Safety Education Limited (New Zealand)

### The Company

Road Safety Education Limited (described as RSENZ in this section), was incorporated in 2006 under the Company's Act 1993 (NZ) and is a registered charity under the Charitable Act 2005. RSENZ 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 Loss from ordinary activities \$23,283 (NZ currency) (last year (\$1,748) was transferred from 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 Business Development and Initiatives Manager, ANZ having previously 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 2016)

## Statement of Comprehensive Income

	2016 \$	2015 \$
<b>REVENUE</b>		
Programme School fees & Grants for Program Delivery	290,165	280,511
Sponsorship & Grants for Programmes	228,580	243,354
Interest Received	839	1,848
<b>TOTAL REVENUE</b>	<b>519,584</b>	<b>525,713</b>
Programme Discounts Given	(170,208)	(152,110)
<b>NET REVENUE</b>	<b>349,376</b>	<b>373,603</b>
<b>LESS EXPENSES</b>		
Depreciation	(1,031)	(932)
Programme Delivery Expenses	(160,816)	(162,747)
Programme Maintenance, QA & other	(210,812)	(211,672)
<b>DEFICIT FOR THE YEAR</b>	<b>(23,283)</b>	<b>(1,748)</b>
<b>NET SURPLUS/(DEFICIT)</b>	<b>(23,283)</b>	<b>(1,748)</b>

## Statement of Financial Position

<b>CURRENT ASSETS</b>		
Cash and cash equivalents	20,007	20,861
GST refund due	-	16,279
Trade and other receivables	37,675	47,294
<b>TOTAL CURRENT ASSETS</b>	<b>57,682</b>	<b>84,434</b>
<b>NON CURRENT ASSETS</b>		
Property, plant & equipment	3,574	501
<b>TOTAL NON CURRENT ASSETS</b>	<b>3,574</b>	<b>501</b>
<b>TOTAL ASSETS</b>	<b>61,256</b>	<b>84,935</b>
<b>CURRENT LIABILITIES</b>		
GST due for payment	6,332	-
Shareholder's current account	10,125	3,499
Trade and other payables	29,631	59,251
Employee benefits	5,524	3,508
<b>TOTAL CURRENT LIABILITIES</b>	<b>51,612</b>	<b>66,258</b>
<b>NON-CURRENT LIABILITIES</b>		
Term liabilities	14,250	-
<b>TOTAL NON-CURRENT LIABILITIES</b>	<b>14,250</b>	<b>-</b>
<b>TOTAL LIABILITIES</b>	<b>65,862</b>	<b>66,258</b>
<b>NET (LIABILITIES)/ASSETS</b>	<b>(4,606)</b>	<b>18,677</b>
Represented by		
<b>EQUITY</b>		
Share capital	-	-
Retained earnings	(4,606)	18,677
<b>TOTAL EQUITY</b>	<b>(4,606)</b>	<b>18,677</b>

An independent audit of the 2015/2016 Financial Report for Road Safety Education Limited has been conducted by McGregor Bailey, Chartered Accountants, 2 Crummer Rd, Grey Lynn 1021, New Zealand.

**McGregor Bailey**  
CHARTERED ACCOUNTANTS  
A Member of Watson International  
A global network of independent accounting firms

### 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 2016, and the statement of financial performance are derived from the audited financial report of Road Safety Education Limited for the year ended 30 June 2016. We expressed an unmodified audit opinion on that financial report in our report dated 15 November 2016.

That financial report, and the summary financial statements, do not reflect the effects of events that occurred subsequent to 15 November 2016, 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 2016 are consistent, in all material respects, with that audited financial report.

*McGregor Bailey*

McGregor Bailey

Ponsonby, Auckland  
16 November 2016



Excerpts from the audited financial report.

# 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. As part of this genuine commitment, they provide their employees with internal safety schemes, such as Safety Toolbox sessions and the BOC Driver Safety Program, which promotes safe driving behaviour 100% of the time.

Road Safety Education Limited therefore has great synergies with BOC's own safe driving culture - and this is why they keenly support the development of this youth education initiative for younger drivers.

BOC became the founding sponsor of the RYDA Program in 2004 when it was a small yet growing Program. Through the sponsorship money BOC have contributed, Road Safety Education Limited has been able to expand the Program from being a local NSW initiative to venues 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).

## Australia Major Partner



Toyota Motor Corporation has a long tradition of supporting the community at local and national levels. Toyota Australia's community investment philosophy underpins the global vision and is articulated in the Toyota guiding principles. Their community investment philosophy revolves around working with local communities to strengthen and contribute to society. At the heart of their philanthropic focus is the **Toyota Community Foundation (TCF)** which was established in 2011 to consolidate and build on community contributions and provide a framework for new programs. Further information about the Toyota Community Foundation can be found at [toyota.com.au/toyota/sustainability/](http://toyota.com.au/toyota/sustainability/).

## Major Partners



Robert Bosch (Australia) Pty. Ltd, a regional subsidiary and part of the global Bosch Group began partnering with RSE in 2015. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." 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).



Bridgestone has a longstanding commitment to youth and safety. As a company, it believes young people are the key to a bright and sustainable future and sees enormous value in programs that support and educate them. Bridgestone's own Safe Hands campaign has been incorporated into the RYDA program to show students just how important tyres are to remaining safe on the road. Ensuring young people understand the significance of road safety as soon as they begin driving is critical to reducing road trauma and something Bridgestone is extremely passionate about. Further information can be found at: [bridgestonetyres.com.au](http://bridgestonetyres.com.au) or [bridgestonetyrecentre.co.nz](http://bridgestonetyrecentre.co.nz).

## 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/).



# Our Partners

## Community Partner - Rotary



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

As the world's first service club organisation, Rotary's membership exceeds 1.2 million in 35,000 clubs in over 220 countries. The RYDA Program is coordinated in partnership with Rotary Clubs in Australia and New Zealand. Club members are widely recognised in the community as volunteers who work locally and internationally to improve health, provide education and promote peace under the motto 'Service Above Self'.

### Rotary and RYDA

The active support and close involvement of Rotary is a fundamental aspect in the success of the RYDA Program – there are over 1,380 Rotary Clubs with some 38,000 members (Rotarians) 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. Rotary volunteers play a number of important roles at RYDA from coordinating bookings and hosting full programs at regional venues to acting as Day Managers and student guides at our metropolitan venues.

Rotary Clubs also provide direct financial support to the RYDA Program through donations from the community. Importantly, these donations, along with the volunteer time of Rotarians assist us to minimise operational costs and therefore helps to ensure the RYDA Program remains accessible and affordable for all young people. 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 across Australia and New Zealand play a vital role in providing the RYDA Program. The "Rights & Responsibilities" session at RYDA is a crucial part of the day which benefits greatly from the vast experience and knowledge of Police personnel. The active involvement and support provided by Police enhances the value of the program and the impact of the road safety message on students.

In New South Wales, a team of specially trained School Liaison Police (SLP) are available in regions across the state to assist in the conduct of the RYDA Program. NSW Police give the RYDA Program a very high priority and facilitate the "Rights & Responsibilities" session at over 200 program days every year.

The Queensland Police Service Senior Executive has formally endorsed the RYDA Program for police support in that State, bringing Road Safety Education Limited under their "Working Together" umbrella, agreeing to present and promote RYDA within the Service and to relevant stakeholders.



In South Australia, the Commissioner of Police provided his formal approval for South Australia Police to be actively involved in the presentation of the RYDA Program across that State. We also work closely with New Zealand and Tasmanian Police.

RSE greatly values the outstanding support and commitment we receive from the Police Service and we take this opportunity to formally thank them for their continued dedication in helping to make our roads a safer place through their involvement in the RYDA Program.

# 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  
Departments of Education  
Auckland Transport  
Department of Planning, Transport & Infrastructure, SA  
Department of State Growth, Tas  
Department of Transport & Main Roads, Qld  
New Zealand Transport Agency  
Office of Road Safety, WA  
Roads and Maritime Services, NSW  
School Drug Education & Road Aware, WA  
Transport for NSW

### **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  
City of Greater Dandenong  
Clarence Valley Council  
Cowra Shire Council  
Fraser Coast Regional Council  
Gold Coast City Council  
Hawkesbury Council  
Horizon District Council  
Ipswich City Council  
Malborough District Council  
Masterton District Council  
Nelson City Council  
Road Safe Northland  
Selwyn District Council  
Sunshine Coast Regional Council  
Tasman District Council  
Timaru District Council  
Wyong Shire Council

### **Educational and Community Groups**

Brain Injury Association, NZ (Central Districts, Nelson, Northland)  
Brain Injury Association, Tasmania  
Far North REAP  
Greater Southern Area Health Service  
HeadEast  
Headspace, Bathurst

Headway (The Disability Trust)  
Headway North West (Tas)  
North Coast Brain Injury Rehabilitation Service  
NSW Ambulance  
Paraplegic Benefit Fund  
Road Trauma Support Tas  
Tasmanian Acquired Brain Injury Service  
Volunteers in Policing (Illawarra)  
Wairarapa Road Safety Council  
YouthSafe

## **Corporations, Clubs and Foundations**

### *major contributors*

Alexander Group - NZ Gold Sponsor  
3M  
AGDIRD-Stronger Communities Program  
Bass Coast Cycle Challenge  
Bendigo Bank (Clarence Valley, East Gosford, Ettalong, Galston, Kincumber, Lisarow, North Ryde, Wyong)  
Eastern and Central Community Trust  
Graduate School of Motoring, Townsville  
Hawkesbury Liquor Accord  
Joy Global  
Kim's Home Cleaning  
LTrent Driving School  
Masterton Lands Trust  
NSW Club Grants (Bathurst RSL, Belmont 16 Footers, Burwood RSL, Carlingford Club, Chatswood RSL, City Tattersall's Club, Club Five Dock RSL, Club Sapphire Merimbula, Dubbo RSL Memorial Club, Eden Fisherman's Club, Eden Fisherman's Recreation Club, Guildford Leagues Club, Leeton Soldiers Club, Merimbula RSL, Merrylands Bowling Club, Mosman RSL, Orange RSL, Panthers Bathurst, Petersham RSL, Wallsend Diggers, Wentworthville Leagues Club)  
Proactive Drive Youth Driver Education Trust NZ  
Pub Charity  
Qld Gambling Community Benefit Fund  
Royal Automobile Association of South Australia Inc  
Royal Automobile Club Tasmania  
Stadiums Queensland  
Sydney International Regatta Centre  
Sydney Olympic Park Authority  
The Epping Club  
The Trusts Arena -Waitakere  
Transurban



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, the **crash survivors** who re-visit their traumatic injury in the hopes that their story will make a difference; and the hundreds of individual **Rotary volunteers** who give their time tirelessly

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

### Corporations, Clubs, Foundations & Local Government

#### *other supporters*

ACE Traffic Control, Adamstown Rider Training Centre, Adelaide City Council, Archibald Motors Kaitaia, Arrow Energy, Australian Culinary Federation, Banana Coast Community Credit Union, Barossa Valley Toyota Tununda, Bega Chamber of Commerce, Bob's Tyres, Brian Hilton Motor Group, Bruce Harris Construction, Burdekin Shire Council, C.ex Woolgoolga, Caltex Woolgoolga Service Centre, Camp Clayton Camping & Convention Centre, Campbelltown City Council (SA), Cardiff Toyota, Cargill Processing Ltd, Central Districts Football Club, City of Greater Geelong, City of Salisbury, City of Tea Tree Gully, Clancy Motors, Clare & Gilbert Valleys Council, Clare Sports Club, CMI Toyota (Portside), CoastalWorks, Coates Hire (various locations), COGS Auckland City, COGS Far North, COGS Manukau, COGS Rodney/North Shore, COGS Waitakere City, COGS Whangarei/Kaipara, Coonabarabran Race Course, Crick Auto Group Noosaville, Dargaville Racing Club, Don West Toyota, Doug Barton Mitsubishi Wynnum, Douglas Shire Council, Dubbo City Council, Dubbo City Toyota, Dulwich Group, Dyson Group of Companies, Eggins Bus Company, Ettalong Beach Financial Services, Eurobodalla Shire Council, Flinders University, Ford Dargaville, Geelong Connected Communities, Geoffrey Stewart Constructions, GMT Driving School, Gosford City Council, Greater Taree City Council, Grove Estate, Hanner Truck, Honda Australia Driving Instructors, Irelands New & Used Car Dealership, John Andrew Ford, John Davis Motors, Kembla Grange Turf Club, Kembla Grange Turf Club, Key Motors, Kia Bathurst, Klosters Group Newcastle, Limestone Coast Local Government Association, Lions Club of Mossman, Logan City Council, Logan Diggers, Mackay Motor Traders - MTAQ, Mackay Regional Council, Maclean Bowling Club, Maitland Toyota, Malvern Probus, Mareeba Mazda & Mitsubishi, Matschoss Motors, Max Orman Toyota, McDonalds (various locations), McIlroy Auto Group, MidCoast Water, Mike Blewitt Ford, Mission Australia, Moruya Jockey Club, Mossman Canegrowers, Mossman Sharks Football Club, Mossman Show Society, Mt Smart Stadium, Nelson Bay Bowling Club, New Hope Coal (Oakley), Newcastle Permanent Building Society, Newton Veterinary Surgery, Nippy's Fruit Juices Pty Ltd, Noosa Classic Car Club, Noosa Heads Surf Life Saving Club, Noosa Region SES, North Harbour Ford, NRMA (Central Coast), O'Halloran Motors (Maclean), Pacific Motor Group in Whangarei, Panorama Road Safety, PCYC (Cowra, Orange, Wollongong) People Potential in Whangarei, Peter Page Holden Elizabeth, Plaza Holden (Modbury), Port Stephens Council, Queensland Gambling Community Benefit Fund, Redland City Council, Redlands RSL, Richers Transport, Roadcraft Driver Education, Roadcraft Driver Education, Sapphire Coast Kart Club, Sharks Football Club, Smiths Mid North Motor Co, Solway Copthorne, South Coast Ford, Southern Cross Austereo, Stahmann Farms, Steinborner Holden, Sunshine Coast Turf Club, Sunshine Toyota, Surf Life Saving Qld, TAFE SA, Tandanya Institute, Tanunda CFS, Taree Holden, Taree Lions Club, Taree Race Club, The Higgins family, Tinonee Bus Company, Tocal College Campus (Paterson), Toll Stadium, Town of Gawler, Townsville City Council, Trillian Trust, Victoira Point Sharks Sporting Club, Waggs Holden, Warrumbungle Shire Council, West Coast Road Safety Council, West Dubbo IGA, Whaioro Trust, Wilkinson Bus & Coach Service, Wolters Bus & Coach Services, Woolgoolga Community Villiage Hall, Woolgoolga Seniors Centre, WSO Co, Wyong Race Course, Young Shire Council

#### *individual giving*

Anonymous, The Higgins Family



# 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 \$4,824 (LY profit \$9,955) which was transferred from reserves.

### Trust Corpus

The corpus of the Trust Fund including retained earnings, as at 30 June 2016, amounting to \$71,816 (last year \$76,640).

### 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 Boland, 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 2016)

## Income Statement

	2016 \$	2015 \$
<b>INCOME</b>		
Donations		97
Interest Received	47	1,141
Dividends	2,976	12,645
<b>Total</b>	<b>3,025</b>	<b>13,883</b>
<b>LESS EXPENDITURE</b>		
Accounting & compliance	1,307	1,017
Investment cost	378	1,382
Loss on sale of shares	6,110	1,401
Other expenses	54	128
<b>Total</b>	<b>7,849</b>	<b>3,928</b>
<b>PROFIT BEFORE INCOME TAX</b>	<b>(4,824)</b>	<b>9,955</b>
Income tax expense	0	0
<b>PROFIT AFTER INCOME TAX</b>	<b>(4,824)</b>	<b>9,955</b>
<b>Distribution to beneficiaries</b>		
Road Safety Education Ltd	0	200,000
<b>Total Distribution</b>	<b>0</b>	<b>200,000</b>
<b>Accumulated income at end of the financial year</b>	<b>(4,824)</b>	<b>(190,045)</b>

## Balance Sheet

<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	564	3,526
Trade and other receivables	50,193	291
<b>TOTAL CURRENT ASSETS</b>	<b>50,757</b>	<b>3,817</b>
<b>NON CURRENT ASSETS</b>		
Investments	20,659	74,280
Formation costs	1,100	1,100
<b>TOTAL NON CURRENT ASSETS</b>	<b>21,759</b>	<b>75,380</b>
<b>TOTAL ASSETS</b>	<b>72,516</b>	<b>79,197</b>
<b>LIABILITIES</b>		
<b>CURRENT LIABILITIES</b>		
Trade and other payables	700	2,557
<b>TOTAL CURRENT LIABILITIES</b>	<b>700</b>	<b>2,557</b>
<b>TOTAL LIABILITIES</b>	<b>700</b>	<b>2,557</b>
<b>NET ASSETS</b>	<b>71,816</b>	<b>76,640</b>
<b>EQUITY</b>		
Settlement sum	100	100
Retained earnings	71,716	76,540
<b>TOTAL EQUITY</b>	<b>71,816</b>	<b>76,640</b>

An independent audit of the 2015/2016 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>SB</b>	<b>Storey Blackwood</b> CHARTERED ACCOUNTANTS ABN 16 99 461 085
	<b>ROAD SAFETY EDUCATION FOUNDATION</b> ABN 35 854 475 149
ACCOUNTING	<b>INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEE OF ROAD SAFETY EDUCATION FOUNDATION</b>
AUDITING	Report on the Financial Report
TAXATION SERVICES	We have audited the accompanying financial report of ROAD SAFETY EDUCATION FOUNDATION which comprises the balance sheet as at 30 June 2016 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.
BUSINESS CONSULTING	Trustee's Responsibility for the Financial Report
PERSONAL FINANCIAL PLANNING	The trustee of the trust is responsible for the preparation and fair presentation of the financial report in accordance with the accounting policies described in Note 1 to the financial statements and for such internal control as management determines is necessary to enable the preparation and fair presentation of a financial report that is free from material misstatement, whether due to fraud or error.
CORPORATE SECRETARIAL	<b>Auditor's Responsibility</b>
LEGISLATION	Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. Those standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.
	An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial report 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 entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the trustees, as well as evaluating the overall presentation of the financial report.
	We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.
	<b>Auditor's Opinion</b>
	In our opinion the financial report presents fairly, in all material respects, the financial position of ROAD SAFETY EDUCATION FOUNDATION and of its performance for the year ended in accordance with accounting policies described in Note 1 of the financial statements.
<b>DIRECTORS</b> (A. BULLY) (B. ADCOCK)	LEVEL 4, 222 CLARENCE STREET SYDNEY NSW 2000 - POSTAL ADDRESS: PO BOX 4384 SYDNEY NSW 2000 TELEPHONE: (02) 9283 4300 FACSIMILE: (02) 9283 4311 EMAIL: <a href="mailto:auditors@storeyblackwood.com.au">auditors@storeyblackwood.com.au</a> Member of KPMG International - a global network of independent member firms. Liability limited by a scheme approved under Professional Standards Legislation.
	<b>ROAD SAFETY EDUCATION FOUNDATION</b> ABN 35 854 475 149
	<b>INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEE OF ROAD SAFETY EDUCATION FOUNDATION</b>
	- Continued -
	<b>Basic of Accounting</b>
	Without modifying our opinion, we draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared for the purpose of fulfilling the trustee's financial reporting responsibilities under the trust deed. As a result, the financial report may not be suitable for another purpose.
	<i>Storey Blackwood</i>
	Storey Blackwood Level 4, 222 Clarence Street Sydney NSW 2000
	<i>G. Adcock</i>
	Partner - Geoffrey Adcock
	Dated: 16 November 2016

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.

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

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

## New Zealand

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

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 programs including training, recruitment quality control and financial supervision.

### **Jane Ward, Office Administrator (Part Time)**

Commencing in March 2010, Jane's responsibility is to administer program resources (including Day Books, student wristbands, posters, etc) to all RYDA venues, nationally.

### **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*

### **Petar Govorusa, Sydney**

Petar joined RSE in August 2016, taking on the responsibility for some of RYDA's largest metropolitan venues (Penrith, St Ives and Sydney Olympic Park). He 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 joined RSE in 2012 as a facilitator. Since 2015 she has been responsible for running programmes across 11 venues, and with some of our most rural communities in NZ. She also facilitates at Auckland venues.

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

Dorothy joined RSE in November 2015 taking on responsibility for New Zealand's largest metropolitan area, looking after all 7 of our Auckland venues.

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

Tim joined RSE in August 2016. He is responsible for our current 5 South Island RYDA venues and is presently developing new venues in Southland, Christchurch and the West Coast.



As a learner driver it was during this session that I realised just how often myself and so many other drivers misjudge the braking distance needed and how important it is to keep a safe distance in case of emergencies.

- Sharon (Vermont Secondary College, Vic)

#### SPEED & STOPPING

#### THE PERSONALITY TEST

It gave me the opportunity to explore my own strengths and weaknesses. As someone who recently got my L's I found it very useful because I now know what I need to focus on to ensure my own safety and the safety of those around me when I'm the driver and the passenger.

- Emily (Rose Bay High School, Tas)

It was a fantastic experience to interact with someone who has been in a serious car crash. After listening to her story, I have realised how serious a car crash can actually be, how permanent the effects can be, and how one simple mistake can change your life forever.

- Tom (De La Salle College, Vic)

#### AFTER THE CRASH

#### HAZARDS & DISTRACTIONS

I learnt the importance of managing distractions and the risks I take to ensure the safety of everyone while driving. I especially learnt from the video/simulation the importance of glancing around you while driving and how it could potentially save lives.

- Melissa (Abbotsleigh, NSW)

#### RIGHTS & RESPONSIBILITIES

The Police officers were helpful in answering our questions and I now understand a lot better why the police are so strict when it comes to road rules. I know I will definitely remember all that I learned from this session and it will help me to be a good driver in the future.

- Rebekah (ACG Strathallan College, NZ)

It was a powerful and confronting story showing us the direct effects of a fatal crash, and demonstrated the ripple effect in a fashion that would stay with us for a long time.

- Joel (New Town High School, Tas)

#### HAZARDS & DISTRACTIONS

"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 ANZ Bank executive.

### 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 a principal psychologist in the study of human behaviour and transport for the Transport Research Laboratory of UK.

**Associate Professor Samuel Charlton, PhD, MA, BA** is Head of the School of Psychology at the University of Waikato in New Zealand and has been a member of the Traffic and Road Safety Research Group (TARS) for over 20 years.

**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.

### 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 2016*

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

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**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)