

INQUIRY INTO YOUNG DRIVER SAFETY AND EDUCATION PROGRAMS

Organisation: RYDA Australia Ltd.
Name: Mr Terry Birss
Position: Chair
Date Received: 29/11/2007



Rotary in NSW, South
Australia, Tasmania
Approved project of Districts
9680, 9690, 9700, 9830
Participating Districts
9750, 9640, 9650,
9500, 9520

RYDA
Australia Limited
ABN 17 110 667 706



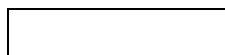
www.ryda.org.au
info@ryda.org.au

APPENDIX TO THE
SUBMISSION TO THE NSW PARLIAMENTARY STAYSAFE COMMITTEE

29th November 2007

CONTENTS

	PAGE
THE RYDA ORGANISATION AND PROGRAM DEVELOPMENT	2
THE RYDA PROGRAM – ELEMENTS AND ATTRIBUTES	3
RYDA – DEVELOPING AS A BEST PRACTICE PROGRAM	4
RYDA PROGRAM SUPPORT	4
RYDA FUNDING STRUCTURE	4
RYDA EVALUATION STRATEGIES – PROGRAM PROTOCOLS	5
RYDA QUALITY ASSURANCE	5
RYDA PERFORMANCE EVALUATION	6



THE RYDA ORGANISATION AND PROGRAM DEVELOPMENT

RYDA Australia Limited is a non profit public company limited by guarantee of which pursuant to its constitution not less than 75% of directors must be Rotarians. The RYDA National Office comprises paid management and support staff at North Ryde in Sydney and is underwritten through sponsorship provided by BOC Limited.

RYDA makes its Youth Driver Awareness program (RYDA Program) available through Rotary Clubs which tap into many communities throughout Australia. It is a professionally developed and presented program which, engages with and encourages the support of, local communities and governments. RYDA has a long term commitment to road safety education for our young people.

The Program also has a focus on passenger empowerment enabling them to becoming more aware of the need to contribute to the environment within the car to ensure their own safety.

The curriculum of the RYDA Program is established in consultation with road safety and educational professionals and is presented by experts. RYDA manages this process.

RYDA seeks to be part of a community solution by encouraging all organisations having a responsibility for, and/or an interest in the safety of our youth, to partner with RYDA in the pursuit of this objective.

RYDA continues to develop and strengthen links with State Governments seeking to influence school curricula in Education and to gain access to knowledge based resources to become presenters (Police and Health) in the Program.

RYDA also seeks to develop strong links with the Commonwealth Government underling the caring and sharing characteristic of the Program and encouraging their support for the Program.

The RYDA Program is managed around a venue with the facilitation of the Program being undertaken by local Rotary Clubs under procedures and guidelines developed by the National Office and with support provided by staff from that office. Under the direction of the Board of RYDA, this central group develops all operating procedures and presentation materials and maintains an awareness of road safety and educational trends through a number of sources.

The primary contributors to the central group form a key part of the activities that RYDA undertakes in order to maintain the currency and relevancy of the Program and include:

- The Reference Group which meets annually and includes representatives in respect to NSW, from the Roads and Traffic Authority, Motor Accidents Authority, Department of Education and Training, Independent Schools Association, the Catholic Schools Commission, YouthSafe and other respected experts including Dr Jane Elkington.
- The professional presenters from the RYDA Program sessions that have a good working knowledge in their field of expertise incorporating real life experiences.
- The Technical Advisory Committee, established to review the content of the various Program sessions on an ongoing basis, includes representatives from the State Government transport authorities, various education bodies and experts in the particular area of review.

THE RYDA PROGRAM – KEY ELEMENTS AND ATTRIBUTES

During the course of the day students attend the six sessions of the RYDA Program which are designed to be interactive (the size of the groups in each session is limited to typically effective classroom numbers), covering the following topics:

- Stopping distances
- Hazard perception
- Safe celebrating & fatigue
- You choose - the choice is yours - Police
- Crashes do happen - Personal stories from crash survivors
- Financial and legal responsibilities on the road

Held during school time at a non-school site, the RYDA Program co-ordinates the efforts of local road safety experts including driving instructors, the Police, recovering survivors of road crashes, drug and alcohol educators and financial services personnel in such a way that students are made aware of the privilege and responsibilities of travelling in or owning a motor vehicle.

The RYDA Program has been developed with expert input and is delivered, by local community professionals but facilitated by Rotary Clubs and overseen by RYDA.

The RYDA Program contributes a community solution to a community problem with wide elements of society participating and its unique elements include:

- It is a community based response to a community problem – a mutual caring and sharing characteristic which fits particularly well with the ethos of young people (and schools).
- It is embedded in the school curriculum fulfilling a practical and important need according to school principals.
- Whilst continuity is crucial there is no coercion and schools do return to the Program year after year.
- The timing of the Program when students are beginning to learn to drive, when they are most receptive and it is the last chance when they are altogether and easily available to educators.
- Encouraging community involvement through using local community experts with actual life experience of their subject matter.
- Exposing students to the concept of passenger empowerment – teaching, those who are passengers in a car, skills to better cope with poor drivers (because the target population is year 11 students and not only drivers).
-
- The involvement of RYDA in management and organisation which enables a best practice Program to be delivered at a fraction of the cost.

RYDA - DEVELOPING AS A BEST PRACTICE PROGRAM

- It is delivered through professionals using best practice road safety education.
- The Program is managed in a professional and competent manner with the “right” message, consistently delivered and subject to ongoing review

PROGRAM SUPPORT

- A community-based initiative with RYDA partnering with those organisations in our community, which have a responsibility for, or interest in, road safety for our youth.
- RTA and the NSW Government Departments of Education and Training, Health and Police as well as local councils, driving trained professionals and the business and philanthropic community support the Program.
- Students also contribute to the cost with Rotary Clubs picking up all cases of hardship so that no student misses out.

FUNDING STRUCTURE

A modified ‘user pays’ principle is adopted with the contribution from students considered to represent approximately 15% of the Program’s commercial value. Whilst the Program cost is affordable students also pay the cost of transport to and from the venue which accounts for approximately \$10 per head. This is an impediment to the more rapid take up of the Program in some areas of NSW. The Roads Ministry of the NSW Government were acquainted with this during discussions in November 2006 and subsequently Government support in this respect was requested.

Broad based funding strategy comprised of:

- Students, typically pay \$10 - \$15 (Rotary Clubs pays for any student not able to pay).
- Rotary Clubs directly and thereby the wider community.
- Corporate - sponsors supporting the costs of the National Office.
- Local Government with financial and in-kind support.
- State Governments with financial and in-kind support.

The overwhelming majority of the Program cost is supported by:

- Volunteerism, notably Rotary Clubs which assist with the operating costs and volunteers at the various venues.
- Commercial sponsorship, notably RYDA’s principal sponsor - BOC (which by virtue of a long term sponsorship agreement, funds the National Office).

- Governments, with in kind support and direct funding, notably the NSW government (the inaugural supporting government) and Baulkham Hills Shire Council (the inaugural supporting council).
- The community, through local business supporting the Program at a local level by donations in kind and direct funding.

EVALUATION STRATEGIES - PROGRAM PROTOCOLS

The content of the RYDA Program is designed to reflect in respect of NSW the approved road safety messages of the NSW Government. These messages are sourced from NSW government agencies including operational Police.

RYDA manages the development of all operating procedures and presentation material. It also maintains an awareness of road safety and educational trends through a number of sources. The key contributors include the Reference Group, the actual Presenters and the Technical Advisory Committee of RYDA.

These groups form a key part of the activities that RYDA undertakes to maintain the currency and relevancy of the Program and additional comment is contained in page 2 of this Appendix.

QUALITY ASSURANCE

The RYDA Quality Assurance activities are designed to evaluate and monitor the Program over time.

RYDA monitors the Program through the teacher and student evaluation forms that are completed at each venue. Whilst these forms ask specific questions they also provide the opportunity for any comments to be written. The completed forms are returned to the National Office where the results are analysed and specific comments noted and actioned as appropriate.

In addition to seeking feedback from the attendees to the Program, RYDA also obtains feedback and commentary from the presenters of the various sessions. This commentary is forwarded to the National Office and actioned as either venue specific or Program wide.

The RYDA Program is organised and managed around a venue.

As the RYDA program's coverage increases across NSW and into other States, there are a number of strategies that are in place to support the broader geographic coverage and maintain the quality of content and delivery. These include:

- Maintaining the currency and relevance of the Program. This is achieved through facilitating meetings of the Technical Advisory Committees as required to review and develop any changes to the RYDA session which are then documented. The necessary approvals are sought prior to the updated session documentation and revised training material being issued for use.
- Maintaining operating standards. RYDA has developed an Operations Manual which includes both policies and operational information and instructions. This manual is a living

document that is reviewed and updated regularly as changes are identified. National Office staff are actively involved in all aspects of establishing of a new venue. They also visit all RYDA venues regularly to assess and review the operation of the Program identifying any changes needed that are either specific to the venue or should be applied more broadly.

- The Quality Assurance process is a very important part of the success of the RYDA Program and the manner in which it has been adapted over time to meet changing needs.

PERFORMANCE EVALUATION

RYDA has conducted two evaluations including extensive surveys. The first was an in-house survey which lead to changes and modifications.

The second was the evaluation of the RYDA Program in 2005 and led by Dr Jane Elkington. This evaluation was funded by the Motor Accidents Authority of NSW. A number of its recommendations have been introduced and others continue to be worked on to develop the most effective result.

One of these recommendations was the development of an intersectoral approach. RYDA has started with the formation of an intersectoral committee to discuss issues and program development. The participants in the first meeting of this committee included representatives from RTA, DET, Independent Schools, Catholic Schools, Youth Safe and Dr Elkington.

A second major aspect of the evaluation recommended development of enhancements to the RYDA Program designed to prolong the learning achieved by the Program. Certain enhancements are being implemented over the next 12 months whilst a further element of our response includes our investigation of the parameters for the design and funding of an evaluation program of an enhanced RYDA Program. Dr Rebecca Ivers of The George Institute has been involved in initial discussions. The George Institute is formally associated with the University of Sydney and the [Sydney South West Area Health Service](#) (SSWAHS) through memoranda of understanding].