

**HEAVY VEHICLES SAFETY INITIATIVE PROPOSAL  
Round 3, 2018-19**

**DriveAbout: Sharing the Road with Trucks**

**FINAL REPORT**



## 1. Activities undertaken

### **Part A – Filming, script & storyboarding.** Our ‘map-mat-app’ process will included:

To assist in the development of user-friendly scripts, we reviewed source material and brought in two experts to discuss and demonstrate the issues on camera. In this way, we developed scripts that are both accurate and appropriate to our target audience, learner drivers.

Our content specialists, Rod Hanifey, TruckRight and Keith Jhowry, Direct Haul, met us at our film studios in Moorooka, QLD and Darwin NT respectively. The filming provided source material for scripting and storyboarding, and demonstration videos to be used in the Trainers’ Guide.

As soon as the scripts were approved, we moved on to the storyboarding part of the project. The process was greatly supported by technical experts at NHVR who ensured that the correct truck configurations and signage was used. Thanks to Anthony O’Sullivan and Nick Galton for their speedy assistance in this regard.

### **Part B – Voiceover and animation.**

‘The voice of DriveAbout’ singer-songwriter, Shellie Morris, met us at the Moorooka studio and recorded the voiceovers, with her trademark energy and professionalism. As soon as we had the voiceovers, our animators could get started.

Our amazing animators produced four highly professional videos that clearly demonstrate the road rules and advice needed to show people how to share the road safely with trucks. The animations are fun to watch and easy to understand – just right for our target market, learner drivers.

### **Part C – Trainers Guide & App update.**

Once the animations were complete, we updated the DriveAbout App. In keeping with the learning framework for DriveAbout we added ‘Avoiding blind spots’ and ‘Braking distance’ to the Town/Suburbs section and ‘Overtaking road trains’ and ‘Pulling over for oversize vehicles & road trains’ to the Highways section. The updated App became available on the App Store and Google Play on January 29.

We also updated the DriveAbout Trainers’ Guide with new text, demonstration videos and animations. Within the Guide these can be found at:

- Town/Suburbs section (p69-p71) ‘Avoiding blind spots’ and ‘Braking distance’
- Highways section (p52-p53) ‘Overtaking road trains’ and ‘Pulling over for oversize vehicles & road trains’

We also updated relevant lesson plans and added an acknowledgement to the Special Thanks section (p7) with: ‘Our Heavy Vehicles animations were funded by the National Heavy Vehicle Regulator Heavy Vehicle Safety Initiatives Program.’

## 2. Operation, mechanisms & processes

Discuss in detail the operation, mechanisms and processes employed by the Grantee to perform its obligations under this Agreement and achieve the Objective;



### 3. Conduct, benefits & outcomes

The aim of the project was to expand existing DriveAbout Heavy Vehicles content in the Trainers Guide & App, creating four new Sharing the Road with Trucks sections. We delivered four new heavy vehicle animations, and accompanying train-the-trainer information, as follows:

- Heavy vehicles: Avoiding blind spots <https://youtu.be/vz8EIREozUc>
- Heavy vehicles: Braking distance <https://youtu.be/feeBuZcCRh4>
- Overtaking road trains <https://youtu.be/xaZhA9m79Ps>
- Pulling over for oversize vehicles & road trains <https://youtu.be/Z2QOk49NXGE>
- DriveAbout Trainers Guide [add link](#)

The Trainers' Guide includes new heavy vehicles content and four videos featuring industry expert Rod Hanifey of TruckRight demonstrating the new content.

New sections of the App and Trainer's Guide carry HSVI branding and acknowledgement. The updated DriveAbout App is now available in the App Store and Google Play @ \$49.99.

As part of an agreement with the NT Road Transport Association, the four new NHVR 'Sharing the Road with Trucks' animations will be played at all MVR outlets in the Northern Territory.

### 4. Stakeholder consultation undertaken

Our stakeholder consultation included:

- NHVR – Anthony O'Sullivan and Nick Gralton
- NTRTA – Louise Bilato, Executive Officer
- TruckRight – Rod Hanifey (Sydney-based)
- Direct Haul – Keith Jhowry (Darwin-based)

### 6. Financial Statements

in respect of payment of the Funding (less any Repaid Amount, if any), which must include a definitive statement as to whether the financial information in relation to the Grantee's obligations under this Agreement represents the financial transaction fairly and is based on proper accounts and records;

### 7. Accompanying Statement

in accordance with clause 3 of Schedule 4 of this Agreement

### 3. Show the location and spread of the project (15%)

#### Jurisdictions

DriveAbout content has been harmonized across four jurisdictions (NT, SA, WA and QLD) and approved by the relevant licensing and policy departments. Through the process of developing DriveAbout, we have confirmed that the Australian road rules are 'all but' nationally consistent. The main differences between jurisdictions are in the area of speed limits and penalties. Therefore, we believe that 'Sharing the Road with Trucks' will be nationally applicable.

#### Distribution

The DriveAbout App is available via the App Store @ \$24.99. The NT Government has agreed to implement DriveAbout as another way to get your licence, and it will soon be accepted in QLD, WA, and SA. With minor alterations, it will be nationally applicable.

TV-quality DriveAbout animations are also available for sponsored distribution via TV, social media, inflight video, etc. The applications are endless. Since December 2017, we have been running community television commercials on Imparja TV covering the 'fatal five', i.e. Speed limits, Seatbelts, Distractions (mobile phones), Fatigue, Alcohol & Drugs) sponsored by AANT. Likewise, 'Sharing the Road with Trucks' animations would also be available for broadcast.

Investor/stakeholder interest will result in significant distribution via national and international branding partners, including:

- Automobiles Associations
- Vehicle hire companies
- Insurance companies
- Legal and corrections services
- Refugee and immigrant agencies
- International student agencies
- Tourism agencies and operators
- Medical providers re aged driver testing.

Finally, DriveAbout will be free to CDP participants Australia-wide. CDP is delivered in 60 regions and more than 1,000 communities. Around 37,000 people are supported by CDP providers.

### 4. Demonstrate how the project is evidence-based (20%)

#### Evidence

In Australia, our addressable market is 500,000 pre-learner drivers aged 15 to 25 per annum. The DriveAbout App has attracted considerable attention to the outmoded, inefficient, paper-based driver education and testing used by governments today.

Organisations supporting DriveAbout for mainstream driver education, include:

- Automobiles Associations
- Vehicle hire companies
- Insurance companies



Accompanying Statement

I, [REDACTED] as a person authorised by the Grantee to execute documents and legally bind the Grantee by their execution, provide that:

- 1.1 all the sums (listed in the current Progress Report) were spent by the Grantee for the purpose of its obligations under this Agreement and in accordance with this Agreement and that the Grantee has complied with this Agreement; ✓
- 1.2 (if applicable) salaries and allowances paid to the Grantee's employees or officers involved in the performance of this Agreement are in accordance with any applicable award or agreement in force under any relevant law or industrial or workplace relations; and ✓
- 1.3 (if applicable) unless the Termination Date has passed or this Agreement has been terminated in accordance with this Agreement, the amount of the unspent portion of the Funding paid to the Grantee (if any) is available for use within the next reporting period. → / Δ

Signed for and on behalf of the

by its duly authorised officer in the presence of:

[REDACTED]

Signature of Authorised Officer

[REDACTED]

Name of Authorised Officer (BLOCK LETTERS)

Date: 22/2/19