Media Release

GOLD COAST'S VISIONDRIVE TAKES OUT NATIONAL ROAD SAFETY AWARD

Providing in-car technology that teaches safe driving habits has earned Gold Coast innovator VisionDrive a national road safety award.

The winners of the inaugural 2011 Australian Road Safety Awards presented by Caltex were announced on Wednesday, 23 November during the National Final and Gala Dinner held in Sydney. The Varsity Lakes-based company VisionDrive was named as the winner of the Innovation category.

VisionDrive imports and sells in-vehicle drive recorders which record video, audio and g-forces all referenced with GPS information (date/time/speedl/location). Marketed as "your safe driving partner" the VisionDrive auto blackbox can record and store past driving events in high quality video. During reckless acceleration, braking and turning, VisionDrive will warn the driver, leading to safer driving behaviour and avoidance of accidents.

Fatality Free Friday Road Safety Foundation (FFFRSF) Chairman Russell White said VisionDrive won the competitive Innovation award category because it was user-friendly technology that delivered road safety messages direct to the driver.

"VisionDrive was a very worthy winner of the Innovation category. The product takes road safety to the coalface, providing an ever-present reminder of the importance of safe driving," said Mr White.

"FFFRSF launched the Awards program to recognise outstanding achievement and innovation in the area of road safety in Australia.

"As well as formally recognising stakeholders' commitment to improving road safety outcomes, we hope the Awards will encourage new standards of excellence in the road safety industry and in turn, will act as a catalyst to increase road safety activities across the nation," explained FFFRSF Chairman Russell White.

"This evening we acknowledged nine winners from a field of 35 finalists across 10 categories, representing a broad spectrum of community organisations, government, industry and individuals. The significant number of entries and finalists reinforces that many organisations are making vital contributions towards improving road safety nationally.

"I would like to congratulate tonight's Awards winners for their commitment to improving road safety and reducing road trauma.

"Tragically, on average, four people are killed and 90 are seriously injured every day on Australia's roads. Almost everyone has, at some stage, been affected by a road crash (*National Road Safety Strategy 2011-2020*, Australian Transport Council). As we approach the end of the first year of the global initiative, Decade of Action for Road Safety 2011-2020, it is very clear that road safety is an area where we could be doing better, much better. Strong leadership and a federally-funded, multifaceted approach which changes the behaviour of road users will go a long way to reducing our road toll and ultimately one day achieving zero fatalities on Australian roads," he said.

Mark Leathan, Caltex Australia's Brand Advertising and Marketing Communications Manager, said: "Road safety is of critical importance not only for our own people and drivers, but for our customers and every road user and pedestrian. We are keen to help raise awareness of road safety initiatives through our support of the Australian Road Safety Awards."

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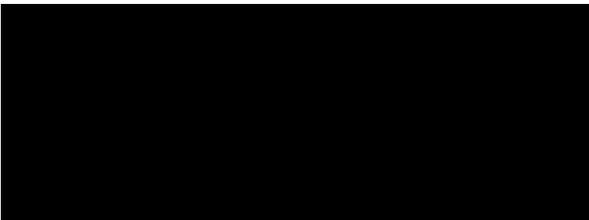
The Australian Road Safety Awards judging panel included: Chair of Road Safety at UNSW, Professor Raphael Grzebieta; international road safety expert Robert Klein and Senior Manager at the National Transport Commission, Dr Jeff Potter.

The Awards are sponsored by Caltex, Australia's leading transport fuel supplier and convenience retailer.

To learn more about the Australian Road Safety Awards visit: www.australianroadsafetyawards.com.au.

The winners are:

Community Programs
Winner: Gulgong Liquor Accord, NSW
Project: The "Nightrider" Bus

School Programs
Winner: Youthsafe, NSW
Project: Plan2

State Government Initiatives
Winner: Territory Insurance Office, NT
Project: Party Safe Program

Local Government Initiative
Winner: Gold Coast City Council, QLD
Project: SMART Motorcycle Training Program

Innovation
Winner: VISIONDRIVE. QLD
Project: In-Vehicle Driver Recorders

Corporate Fleet Safety
Winner: Redland City Council, QLD
Project: Fleet Safety Program

Indigenous Road Safety
Winner: Clontarf Aboriginal College, WA
Project: Unique Driver Education Program

Media
Winner: No winner
Highly Commended Award: The Government of South Australian Department of Transport, Energy and Infrastructure
Project: 1000 Horsepower – Rail Level Crossing Safety Campaign and Safety Strategy & Action Plan 2010-2012

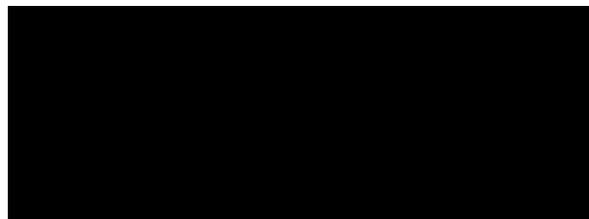**Founder's Award for Outstanding Achievement – Overall Winner**
Winner: Gold Coast City Council, QLD
Project: SMART Motorcycle Training Program

Caltex Award
Winner: Hypodrive, QLD
Project: Hypodrive Awareness Program

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ABOUT THE FATALITY FREE FRIDAY ROAD SAFETY FOUNDATION
The Fatality Free Friday Road Safety Foundation, established by driver safety advocate Russell White, is committed to improving road safety and reducing driver trauma and fatalities on Australian roads through community engagement, research, advocacy and education. The Foundation's signature events include the award-winning national road safety initiative, Fatality Free Friday, which will be held on Friday 25 May 2012, the World's Largest Driving Lesson and the Australian Road Safety Awards.

ABOUT FATALITY FREE FRIDAY
Road safety is a complex issue but we believe that if drivers consciously think about road safety and safe driving for just one Friday in the year, that day's toll could be reduced to zero. That's our aim. Not a single road death in Australia for just one day. Fatality Free Friday puts the emphasis back on the only people who make a real difference – those who use the road. Australians are urged to 'take the pledge' of Fatality Free Friday – it's a promise to 'drive to stay alive'.

FOR FURTHER INFORMATION
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