

## AT A GLANCE

**Client:** RAA

**Event:** Youth & Road Trauma Awareness Event  
Street Smart 09

**No of Delegates:** 3500

**No of days:** 1 Day

**Destination:** Adelaide, South Australia



## challenge

In an effort to raise awareness and assist in the reduction of road trauma to young drivers and their passengers, the RAA (Royal Automobile Association) staged Street Smart 09 recently in Adelaide. The State's largest ever youth road safety event was designed to educate novice drivers on the ubiquitous dangers of being on the road and the devastation caused by car accidents. All Occasions were invited to manage Street Smart 09, including coordination of services and the technical suppliers to screen and record the event for future DVD distribution.

The inaugural event also provided attendees with constructive road safety advice and a range of invaluable tools to recognise and avoid dangerous situations. The multi-disciplinary event involving the RAA, South Australian Police, SA Ambulance and the Metropolitan Fire Service, was open to secondary school children from years 10 to 12 across South Australia.

## solution

Held in the main arena of the Adelaide Entertainment Centre, this significant and timely event captivated the 3500 students who attended. Narrated by a leading trauma surgeon, students witnessed a simulated car crash scene complete with actors, police, ambulance and fire service attendances.

For maximum impact, the highly technical and well choreographed event was projected onto large screens via multiple live to screen cameras. All actors and emergency service personnel were fitted with wireless headset microphones so the audience could hear the interaction during the simulated event.

Attendees also heard moving stories from car crash survivors who had endured life changing events as a result of motor vehicle accidents. Safe driving messages and strategies for recognising and reducing risk on the road were presented by leading industry, community and government representatives.

To drive home the road safety message even further, students were addressed by V8 Supercar champions Craig Lowndes and Mark Winterbottom who discussed the need and required skills for safe and attentive driving. They also imparted invaluable advice, that speeding should stay on the racetrack.

## clients' comments

*"Overall it was an incredibly worthwhile day and all students took something valuable home with them; the knowledge of the dangers of driving and thus the importance of care when one is in a car." Written by two Year 11 girls from Wilderness School, Adelaide.*



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