

Young Drivers: Licensing and Employability

TRAFINZ Conference
Auckland, September 2014

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What does ACC and the Auckland Chamber know about driver licensing?

The Young Driver Project



NZ's Young Drivers

NZ Population age 16-24 in 2013

Census 16 -24	527,463
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Learner Drivers 16-24	132,000
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Restricted Drivers 16-24	113,000
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Full Licences 16-24	190,000
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Therefore No DL 16-24 = 92,000

As at 18th Nov 2013

NZ's Young Drivers

Pooling on the GDLS

- **39,000** 16-24's have held learner licence between 18 months and 5 years (i.e. approx 30% of total learner licence holders)
- **only 10%** of these have even attempted the restricted test (3,950)

NZ's Young Drivers

Licensing and “breach”

- 79,652 offence notices issued to **40,001** young drivers for **GDLs breaches** - 62% of these for ‘learner’ breaches
- **29% of licensed young drivers committed at least one traffic offence** (over and above those ‘breach’ offences)
- Young drivers: 14% of NZ driving population but **37% of disqualified drivers**

Figures for the FY2011/12 from CRSI Young Driver Intelligence Assessment 2013 (unpublished)

NZ's Young Drivers

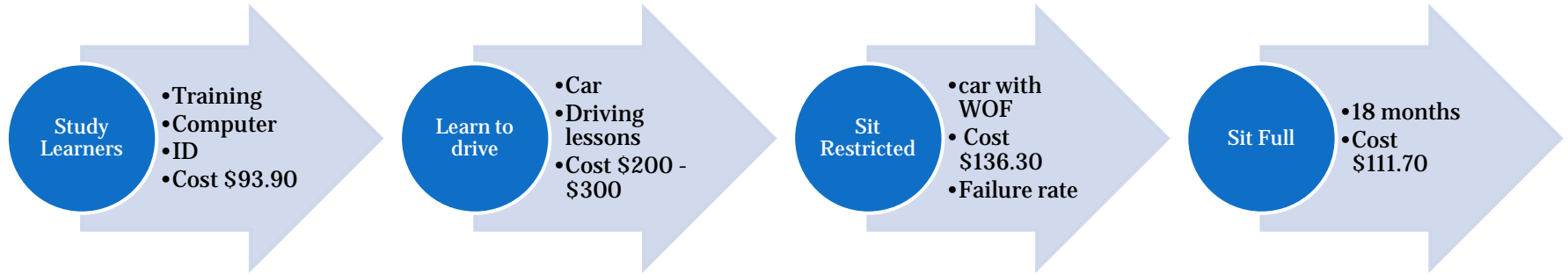
Community and Social Norms (in Mangere)*

- Widespread and **socially acceptable** to drive unlicensed or in breach
- **Wider community attitude** reinforces 'acceptance'
- **'Being of service'** justifies the means (driving in breach...)
- Attitude towards getting licensed is more one of **complacency** rather than being against actually getting licensed

**Synergia Ltd: 2013, qualitative research for Auckland Transport and ACC*

Just Get a Licence!

What's the problem?



- Access to the tools you need to learn this skill
- Cost
- Social and family norms
- Testing stations capacity and service

ACC interest is in driver safety

ACC_PRACTICE_29



1 - Mirror

NZ's Young Drivers

Death and Injury among 16-24's

- **61 deaths** and **591 serious injuries** caused by 16-24 year old drivers (24 killed themselves).
- 79% of passengers aged 16-24 killed in a crash died in a vehicle **driven by a young driver**
- young driver is '**at fault**' in **81%** of fatal crashes and **78%** of serious injury crashes

**Stats 16-24yo in 2012. CRSI Young Driver Intelligence Assessment 2013 (unpublished)*

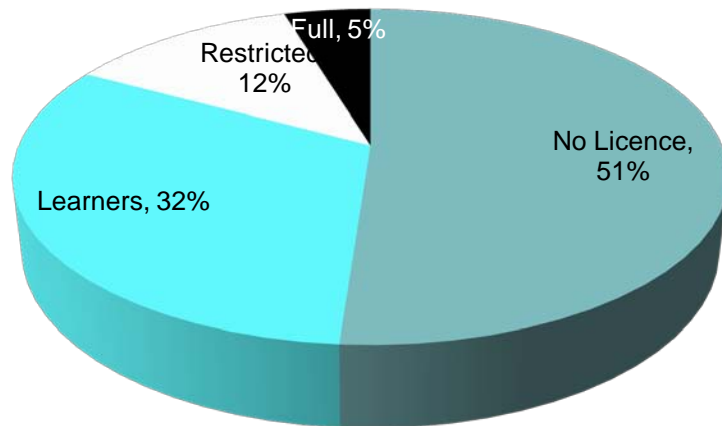


Auckland Chamber of
Commerce interest is
youth employment

CADETMAX

- Youth Employment Programme for 18-24yo in South Auckland run by the Auckland Chamber of Commerce
- Supports 250-300 young people per annum who are NEET
- Work readiness, placed in jobs and mentored for 12mnths

Drivers Licence Status



Employment Barrier – Drivers Licence

Employers require a drivers license

- Core competency of the role – trades, transport, logistics
 - Issue of reliability - to get to work
 - Perceived as lacking motivation
- **83%** of job seekers are unable to apply for a job vacancy where a drivers licence is a **core competency**.

Employment Barrier – Industry Realities

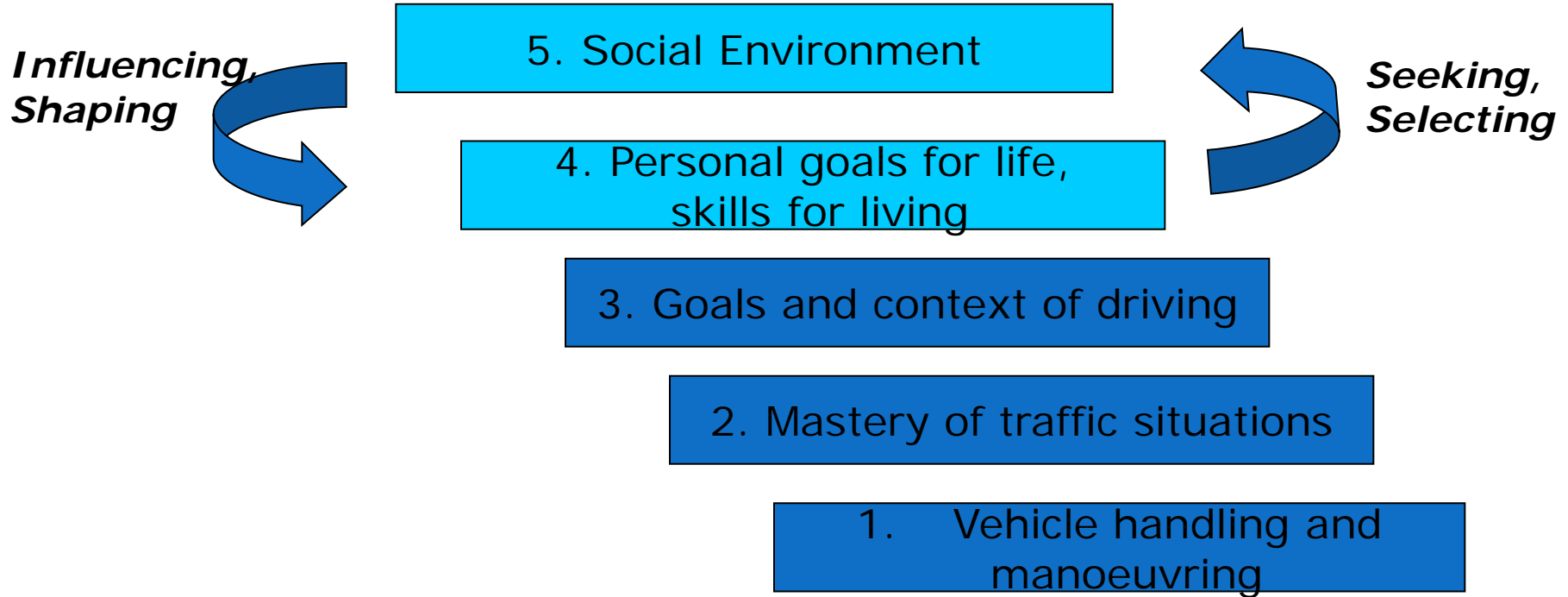
Major industries for entry level staff

- Building/Construction
- Retail/Hospitality
- Manufacturing
- Minimum of Restricted Licence
- A young person with a full or restricted licence is **three times more likely** to secure employment.



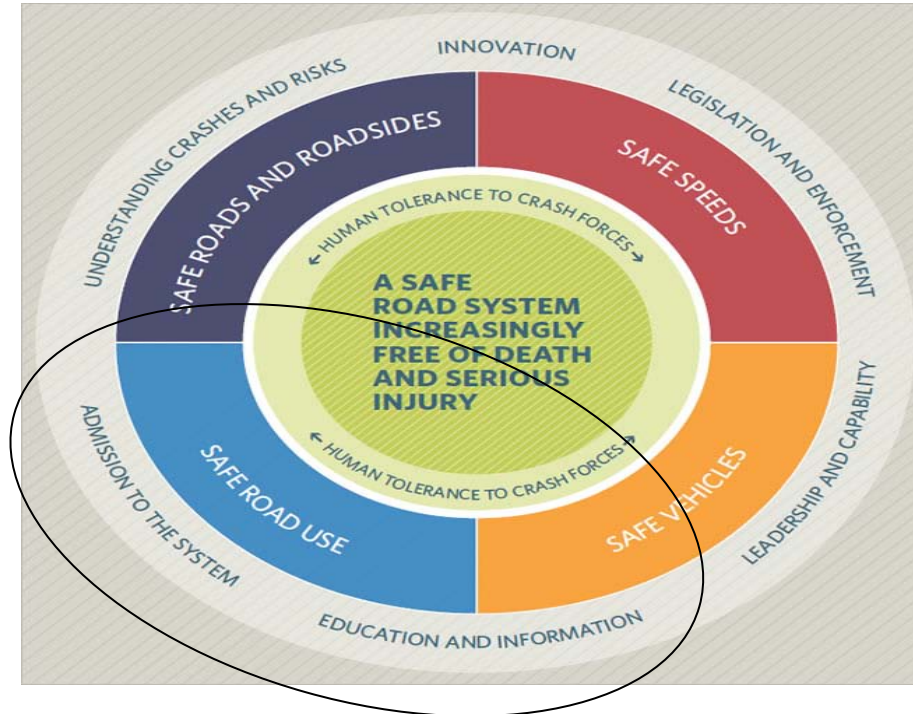
Oh what to to, what to doooo?

Rethink Drivers Education



Create a community culture

The Young Driver Project



Set up to
succeed in the
system – not
fail!

Best practice models

CadetMax Drivers Licence Service

- Speak to **MOTIVATION** - the importance and impact on employment opportunities is crystal clear
- Recognise that young people are driving and acknowledge the competency
- Support the person through the next stage:
 - Providing computers and instructions
 - Providing driving instructor and car
 - Booking and paying for the licence

Young driver signature project



Young Driver Signature Project

COMMUNITY

Create positive social norm on licensed driving

Community based social marketing

Intervention framework (FCB, 2013)

Description of social norm (Synergia 2013)

Build community capacity to affect change

Issues

Benefits from change?

Social norm campaign

Incentive to change

EMPLOYABILITY

Driving as a key skill for work

- Vocational pathways
- Youth Service
- Jobseekers
- Young offenders etc.

Licensure as the "qualification" output

Job access

\$\$ Income!

(YOUNG) DRIVER SUPPORT

- Unlicensed
- Pooled Learner
- Pooled Restricted

Driver education

Licensing & testing

Existing contracted provider network

Assessment:
- behaviour (BYNDS)
- in-car skills

- Reduced barriers
- Better customer experience

Access to vehicle

Learning plan

Full

Restricted

Learner

Behaviours

Driving skills

Test & trials

Admin, group booking

Personal attributes

- Driving Instructor
- Coach/Mentor
- Prep for test

- Preparation
- Post-test feedback & support

Next Steps?

- NZTA RFP Driver Testing services
- 1st December – make progress – or lose your licence in 5 yrs (not 10)
 - Bulk Testing
 - Capacity for the “bubble”
- MED put licensing in education
 - Started with Vocational Pathways
 - Cost and student loan to sit
- How do we bring to scale the “supporting” process?
- Address rural and city challenges
- Young people on benefit



THANK YOU SO MUCH FOR YOUR TIME

QUESTIONS AND ANSWERS