



Young people “sharing the responsibility” on our roads.

28th May 2019

Students in the annual Re:act program develop fresh thinking and positive messaging in their road safety campaigns to speak to, raise awareness, and influence their peers to share the roads responsibly.

As part of Re:act 2019, 43 communication design students across Swinburne University in Victoria and University of Technology Sydney (UTS) in NSW were challenged to create a campaign that builds shared responsibility between vehicle drivers and vulnerable road users, including pedestrians, cyclists and motorcyclists, and encouraged understanding between different road user types.

This was the first year the annual Re:act program expanded outside Victoria. It is intended the program will expand across Australia in 2020, with plans to introduce it internationally starting with the UK.

The Re:act 2019 campaigns this week determined by the partner panel to be the most compelling were:

- **#ThanksMate:** Created by UTS student Beth Sacco, the #ThanksMate campaign took a positive approach, reinforcing positive behaviours by thanking road users for doing the right thing by each other.
- **100% Human:** The 100% Human campaign highlighted how all road users play a role in keeping each other safe, aiming to unify young road users for a common cause. It was created by Swinburne students Caitlin Gmehling, Felicity Lemke, Max Bufardeci and Riley van Ingen.

Feedback from students' involved in Re:act 2019 suggested researching and developing the campaigns also improved their own behaviour on the roads, as drivers, pedestrians and cyclists.

With funding of \$3,000 from the Re:act program, the students responsible for each campaign will work with the support of Melbourne behaviour change agency Hard Edge to launch their campaigns on their respective university campuses during O week. Students will also be presenting their work to organisations and at industry conferences.

Now in its fourth year, Re:act is a road safety behavioural change program that challenges university communication design students to raise awareness of road safety issues and change behaviour among their 18-25 year old peer group and the wider community.

Started in 2016 by Hard Edge in collaboration with Swinburne, Re:act is a collaboration between the agency, universities and a group of road safety and industry partners with a passion for road safety.

The 2019 Re:act theme focused on the safe interaction of vulnerable road users with vehicles; previous year's briefs included the safer use of mobile phones in vehicles, safer driver interaction with trucks, and driving the morning after drinking.

See below for quotes attributable to Re:act founders, road safety and industry partners, lecturers and participants as well as the selected 2019 campaigns.

For more information on Re:act, including videos from the Swinburne and UTS pitch days, visit www.re-act.com.au



Attributable Quotes

ANDREW HARDWICK

Hard Edge Managing Director and Re:act CEO/Founder

"The quality of thoughts and insights never ceases to amaze. While the work produced and the experiences had by both students and partners is impressive, the feedback I most love to hear is the impact and awareness the Re:act program has on the students and the ripple effect in their own networks."

"You just know that their learnings will stick with them and make them safer on the roads."

NICOLA HARDCASTLE

Lecturer Visual Communication Design, University of Technology Sydney

"The Re:act experience has been rewarding for everyone involved. I witnessed enthusiasm and dedication from the students as well as the encouragement and support from the industry partners and Hard Edge. I feel we have all learnt so much about vulnerable road users and shared responsibility on our roads."

"Re:act was an invaluable learning experience for the students. For many of them it was their first experience of a real-world brief with real clients, and the challenges and obligations that accompany such a responsibility. It was amazing to see how they embraced the challenge and immersed themselves in solving the issue presented to them."

"I wouldn't hesitate in recommending Re:act to other universities. It is UTS' first year running the program and it has been such a great opportunity for students to consider real-world problems and to collaborate with industry professionals."

PETER BASS

Group Executive Safety, Well Being and Injury Management, Australia Post – Re:act Sydney, NSW Partner

"The Re:act students' presentations were visually brilliant, informative and enlightening in thought-provoking concept and detail. The students' interpretations of vulnerable road user issues and suitable solutions through campaigns across varying mediums was exceptional."

"The Re:act experience was both invigorating and thoroughly enjoyable. The talent and capability of the students to understand the brief, devise and deliver a tangible campaign that will impact the community positively, was fantastic. They should be proud of their achievements."

"Australia Post views the safety of our staff, contractors, and the wider community as a priority. As an organisation with more than 90,000 people involved in providing a service to our community, many are exposed on a daily basis to road safety concerns, with the topic of vulnerable road users a major focus for us."



HELEN REDDAN

Project Manager, Transport Accident Commission – Re:act Melbourne, Victoria Partner

“The students showed a great deal of passion and enthusiasm for this year’s Re:act project. I was most impressed by their willingness to take on feedback and by the self-reporting of reflection of their own driving behaviour. A number of students told me the project had opened their eyes to road safety and changed their driving behaviour, such as putting phones away and being more aware of their interaction with vulnerable road users.”

“Road safety is everyone’s responsibility. The Re:act program offers an opportunity to work with our most high risk road users, young people and novice drivers. The opportunity to provide best practice data and interact with students (and young drivers) assists us in understanding attitudes and influences. The opportunity for peer to peer education about road safety cements the understanding that road safety is ‘about me.’”

ASSOCIATE PROFESSOR NICKI WRAGG

School of Design, Swinburne University of Technology, Melbourne

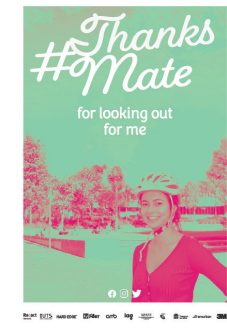
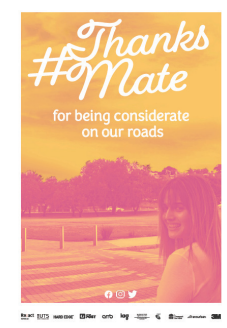
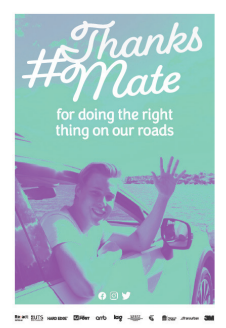
“Working on Re:act is always a positive experience for students. They are able to immerse themselves in a very current topic area and network with experts in the field. They can draw on their own experience and personal networks to understand attitudes and perceptions of the 18-25 year old demographic that is applied to a design solution. In Re:act, they cover the gamut of design: user centred research; research into the topic area; market analysis; concept development; design development; presentation; design and message refinement; and presentation pitch. It provides them with a real-world perspective.”

“My experience with Re:act is also very positive and watching students grow from the experience is rewarding. I highly recommend other universities to get involved in Re:act, as it is a focused and well-managed program where students are transformed through the process. By developing a behaviour change campaign, they too go through behaviour change and learn how to share the road in a safer and more tolerant way.”

2019 Selected Campaigns

BETH SACCO

#ThanksMate campaign creator, Re:act Sydney, NSW selected campaign (UTS)



“I took a kind, empathetic approach to road safety by thanking people for doing the right thing on the road, because people do know what the right thing to do is they just sometimes don’t do it or slip up. The #ThanksMate campaign is a kind way to remind people to do the right thing and thanking those who are doing the right thing on the roads.”

“I thought the Re:act program was awesome. It’s probably one of the most valuable things I’ve done at university and even my own road safety has changed from it. Crossing over being a pedestrian and a driver I have definitely changed some of my bad behaviours.”

Re:act

RESPOND. ACT.



Media Release

CAITLIN GMEHLING

100% Human campaign co-creator, Re:act Melbourne, Victoria selected campaign (Swinburne)

100% Human



"The main things we focused on were vulnerability and shared responsibility, and how we could communicate those to people our age that was engaging. We wanted to communicate how each individual plays a role in the bigger picture but we wanted to communicate that through unifying everyone, showing that we're all the same and we all need to be working together for the same end goal."

"It was good to get an insight into people's behaviours, researching how we respond to certain things on the road, acknowledging our bad behaviours and coming together to create a solution where we are actually addressing those issues."

For further information:

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