

## Press Release

### Young road users and heavy vehicles – coming together, to stay apart: Re:act 2018 road safety campaign for 18-25 year olds.

27th February, 2018

Re:act 2018, launched today at the Automotive Centre of Excellence in Melbourne, challenges Swinburne University Communication Design students to create a road safety campaign that educates 18-25 year olds of the risks of sharing the road with trucks and how smart choices can reduce crashes.

Re:act is an annual behavioural change project that aims to make 18-25 year olds consider their actions by increasing awareness of the dangers they may face on the roads. This year's Re:act project is the biggest yet, with the largest number of participants and new partners on board.

Melbourne-based strategic creative agency Hard Edge started Re:act in 2016 in collaboration with Swinburne University and with support from several organisations with a passion for road safety, including the Transport Accident Commission, RACV, Transurban and Australian Road Research Board (ARRB), which coordinates the National Road Safety Partnership Program (NRSPP).

In 2018, the Australian Trucking Association (ATA) and Melbourne Metro Rail Authority have also become Re:act partners, realising project outputs can help them engage vulnerable road users (VRUs) with road safety messages.

The new Melbourne Metro tunnel, for example, will add a truck and trailer movement to Melbourne's streets every three minutes for five years. ATA's Volvo Safety Truck is designed to educate the public on safe driving behaviour around trucks. A representative from the top three finalists of Re:act 2018, judged by Re:act partners on April 3, will also present their campaign at ATA's Trucking Australia conference in late April, and all campaigns will be displayed at the event.

"We believe this is the first time a behavioural change campaign about vulnerable road users around trucks has been specifically targeted at the 18-25 year old segment," Hard Edge Managing Director Andrew Hardwick said.

"Previous Re:act projects have focused on safer use of mobile phones in vehicles and driving the morning after drinking. With the number of trucks on our roads expected to double in the next 20 years, the 2018 campaign is another significant step in improving road safety among inexperienced drivers."

This year's Re:act project has the largest participation yet, with 30 final year Swinburne design students working collaboratively in ten groups of three, according to Course Director Nicole Wragg and Industry Placement Program Coordinator Anthony Elliott.

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“While the project is assessed, Re:act gives students invaluable experience in generating ideas and executing a campaign in response to a brief, simulating a real-world professional experience,” they said.

“It’s also a brilliant opportunity for young people to tackle issues facing their own peer group.”

NRSP Manager Jerome Carslake said both young road users and heavy vehicles were over-represented in crash statistics.

“Many road users have a limited understanding of the realities of safe behaviour around trucks. Re:act 2018 is a chance for young people – another group over-represented in crash statistics – to get their safe driving journey off to a safe start.” he said.

Visit [www.re-act.com.au](http://www.re-act.com.au) to find out more about Re:act.

### For further information:

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