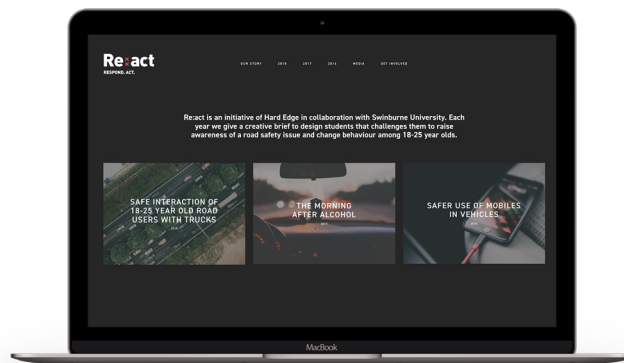


27th August, 2018

New Re:act knowledge centre for road safety.



A new road safety knowledge centre, including campaigns aimed at changing behaviour of 18-25 year old drivers, has been launched as part of the growing Re:act behaviour change program.

Re:act was created to raise awareness of road safety issues among 18-25 year olds and change their driving behaviour, making our roads safer for all.

With Re:act growing substantially over the past three years, it became imperative that a new website was created.

The new site is a knowledge centre for the road safety issues Re:act focuses on. It is designed to raise awareness with a wider audience and support Melbourne creative agency Hard Edge's purpose of making the world a better place through thinking and creative that changes behaviour and positively impacts society.

Hard Edge launched the Re:act behavioural change program in collaboration with Swinburne University of Technology in 2016. Each year as part of Re:act, Swinburne School of Design students are given a creative brief that challenges them to develop

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Press Release

campaigns aimed at 18-25 year olds that raise awareness and change behaviour around topical road safety issues. The program also provides design students with experience in responding to a real-world brief and pitching their work to industry clients.

Re:act was launched with the support of key partners – TAC, RACV, Transurban, ARRB Group and the National Road Safety Partnership Program – who provide invaluable expertise in road safety and transport. In 2018, Hard Edge welcomed the Australian Trucking Association and Melbourne Metro Rail Authority as new partners.

Visit www.re-act.com.au to find out more about Re:act.

For further information:

Hard Edge
Andrew Hardwick
Managing Director
(03) 9245 9245 or
0417 334 399

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