

Evaluation Summary – 2008 pilot phase

(Extract from Evaluation Report prepared by Corporate Context)

As part of a broader community commitment to road safety, Leighton Contractors Youth Drive Safe Initiative was piloted in 2008 with nearly 500 students from 10 secondary state schools in the Greater Brisbane region.

With a view to developing the future of the program, Leighton Contractors engaged an independent research consultancy to evaluate the pilot. Four of the key stakeholder groups were consulted including student participants, participating schools, parents/guardians and key stakeholders from government and the road safety sector.

The pilot phase of the Leighton Contractors Youth Drive Safe Initiative appears to be highly regarded as indicated by feedback from the four target groups as follows:

Participant students:

- Majority claim they acquired new skills:
 - 94% felt their driving ability had improved
 - 90% felt understanding of road safety improved
- Majority (89%) claim they will undertake further formal driver training
- Placed highest value on opportunity for training with qualified instructors, next important was accelerated training format closely followed by free program allowed cost saving
- 100% would highly recommend the program

Schools:

- Strong support for corporate community investment in an area of reasonable social importance, where their resources are stretched in a crowded curriculum (including extra- curricular)
- Felt positive aspects were:
 - free to students
 - objective training for 'high risk' students (opportunity to redress parental modelling)
 - professional program delivery

Parents/guardians:

- Majority were supportive of the driving outcomes for their children:
 - over 96% felt their child's driving ability had improved
 - over 86% felt their child's understanding of road safety had improved
- Placed highest value on accelerated training format, closely followed by the road safety skills their child learnt and the opportunity for training with qualified instructors
- 66% rated the impact of the initiative on their children as excellent, further 30% rated impact as good
- 100% would highly recommend the program to family and friends

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Government/industry stakeholders:

- Overall endorsement of objectives and approach (as supporting government policy and connecting well with Leighton Contractors' activities)
- Very favourable disposed to Leighton Contractors getting involved in the road safety space:
 - "Good on you – good to see a big company giving back to the community"
 - "Huge need for big companies to get involved on a broader social/ community basis"
 - "Fabulous initiative – a good beginning which now needs developing"
- Felt positive aspects were:
 - delivery of professional, focused and thorough program
 - good communication with targeted schools