

Evaluation Summary – 2009

As part of a broader community commitment to road safety, Leighton Contractors Youth Drive Safe Initiative was delivered for its second year through 16 secondary state schools in Brisbane, Ipswich, Logan, Gold Coast and Townsville.

- 602 drive safe packages of available 625 packages were offered (a number of invalid entries were received)
- 508 students accepted the offer (84% of packages offered)

In 2009, the evaluation targeted participating students and the Principals of the participating schools. The second year of the Leighton Contractors Youth Drive Safe Initiative appears to be highly regarded as indicated by feedback from the target groups as follows:

Participating students' survey

The online survey distributed to participating students provided overwhelmingly positive evaluation results as summarised below:

- The three most common skills students felt they learnt during the program were basic driving skills, greater awareness of road rules and reverse parking.
- Majority claim they acquired new skills:
 - 92% felt their driving ability had improved
 - 89% felt understanding of road safety improved
- Majority felt their friends and family think they have acquired new skills:
 - 76% think the students driving ability had improved
 - 70% think the student is a safer driver
- Students placed highest value on free program which allowed cost saving, with equal value placed on training with qualified instructors and training format allowing the them to learn road safety skills rather than just driving skills.
 - highest value was placed on opportunity for training with qualified instructors, next important was accelerated training format closely followed by free program allowed cost saving
- 97.3% would highly recommend the program (average of the 2008 and 2009 results is 99%).

School feedback

Principals and teachers/coordinators were invited to provide feedback about the initiative, their comments are summarised as follows:

- Schools participating in 2009 were extremely pleased to be invited to participate again and some had received enquiries from students whether initiative would be happening again at their school in 2010.
- All school contacts were extremely forthcoming with praise about the initiative and the value for their students – 'very good program' was frequently quoted by Principals and teachers/coordinators.
- One Principal reported students are much more circumspect about their approach to driving and felt they were making informed decisions about avoiding risky driver behaviour. Anecdotally, his staff are not hearing as many 'scary' stories after each weekend about inappropriate driver or passenger behaviour being demonstrated by students who participated in the initiative.
- Many respondents said they felt raising road safety awareness was one of the most significant factors of the initiative and was more important than just the cost-saving to students and families
- Leighton Contractors' investment in a road safety initiative with professional driving tuition at its core was viewed as significant third party endorsement of the importance of road safety and value of professional driver training.