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## Leighton Contractors Youth Drive Safe Wins AMI and PRIA Awards

The Leighton Contractors Youth Drive Safe Initiative has won two state awards, winning the Queensland Award for Marketing Excellence in the Corporate Social Responsibility category from the Australian Marketing Institute and the Public Relations Institute of Australia State Award for Excellence in the Corporate Social Responsibility category.

The road safety initiative, which offers five hours of free, professional driving training to Queensland high school students at selected schools, was offered to 500 Brisbane students in 2008. In 2009, the initiative was extended to up to 625 students.

Darren Weir, General Manager Northern Region, Construction Division of Leighton Contractors congratulated his team on the award, and said the company was committed to creating safer communities through its Youth Drive Safe Initiative.

“The primary aim of this initiative is to help develop safer young drivers because there is an over-representation of younger people being killed or hurt on our roads,” Mr Weir said.

“Sadly road accidents remain a major cause of death for young Queenslanders. Last year alone young drivers aged 17- 24 accounted for 73 deaths on Queensland roads – 22 percent of all fatalities.

“Despite the challenging economic climate, we have increased our commitment to the program by expanding into Townsville, increasing our training fleet to five cars and increasing the number of drive safe packages we offer to students.”

The objectives of the Youth Drive Safe Initiative are reflected in the tagline Building Safer Roads; Creating Safer Drivers.

The initiative is one component of the Leighton Contractors’ Road Safety Program which also includes a research partnership with CARRS-Q (Centre for Accident Research and Road Safety Queensland), focusing on the safety of workers and road users around road infrastructure projects.

Another element is sponsorship of the 2009 Queensland Road Safety Awards and 2009 Leighton Contractors Road Safety Awards Business Development Workshop.

In making the Awards, the Australian Marketing Institute commended Leighton Contractors for developing an initiative that delivered excellent results in reinforcing positive brand attributes among chosen target markets, and assisting differentiation from competitors.

Leighton Contractors Youth Drive Safe initiative will now compete nationally, with winners to be announced late October.

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### About Leighton Contractors

Leighton Contractors is one of Australia’s leading contracting and project development groups with over \$9.6 billion work

in hand, employing more than 9,000 people across Australia and New Zealand. The company services clients across a range of industries and sectors including resources, construction, telecommunications, energy, infrastructure and facility management.