

STAFF REPORT

TO: Motueka Community Board
FROM: Road Safety Co-Ordinator
REFERENCE: E859
DATE: 12th May 2005
SUBJECT: REPORT

BACKGROUND

This event was organised by TDC (Road Safety Coordinator) and *NelsonCars* (a car enthusiast club for young people in the Nelson/Tasman area). The event was funded by Land Transport NZ as part of their community road safety programme. In addition to this funding, sponsorship was supported by Tyreworld and a number of local Motueka businesses provided items for spot prizes – some of these were quite substantial.

REASON FOR SHOW & SHINE EVENT

Crash History:

Over the last few years there have been a number of deaths in Motueka involving young people and racing activity that has devastated some families and generally hit the community hard. The Police and TDC were keen to do something that would raise awareness of road safety issues and illegal modifications of vehicles and *NelsonCars* were also keen to promote road safety.

Something for Young People and Something for Motueka:

It became clear to me as Road Safety Co-ordinator that there were a lot of young people out there who were 'into their cars' and were also into driving sensibly. It is often just a very small number of people that get involved with illegal racing activity. Both myself and volunteers from *NelsonCars* wanted to celebrate the positive and promote this as a role model for young people to follow.

We wanted to provide a community event that attracted young people and their cars and also gave a number of road safety messages for this high risk group. The attraction for young people was the "Show and Shine" (prizes for most gorgeous car) and the "Sound off" (trophies for stereo system that had best clarity & volume).

We also wanted this to be very much an event for Motueka. The reason we wanted to have the event was very much based on the history of road trauma. We invited local people/businesses to sell food as a community fundraiser and asked local businesses for help with spot prizes. We were overwhelmed by the level of local support and key players such as Ray Goodall who provided the Marchwood park facility. Having other road safety partners there such as NZ Police was essential and very beneficial to all involved.

ROAD SAFETY PARTNERS

- NZ Fire Service
- St Johns Ambulance
- Motueka Police
- Strategic Traffic Unit
- TDC/Nelson Cars

ROAD SAFETY ACTIVITIES

- Seat belt sled (raise awareness about wearing seat belt)
- Road safety display with road safety caravan
- Road code quiz with prizes
- Modified vehicle on display with illegal modifications
- Video on speed and young people displayed

EVALUATION OF EVENT

This event got a fairly high level of promotion in the area and good radio coverage leading up to the event and on site on the day. We felt it could have been better covered as a local event by papers (both local and regional) ... perhaps it was too much of a 'good news story'?! We did get a write up in the Nelson Mail following the event, but no pictures.

Over 800 people attended the event, mostly local people. Drivers tended to come from the local area/Nelson, but also from further away such as Blenheim and Christchurch. All ages were there - we had car enthusiasts young & old, male & female, concerned parents and small children.

The most successful road safety activity was the demo car. This was constantly surrounded by a large group of young people who were keen to spot the 18 faults with this vehicle. Youth staff from the Police had excellent interaction with young people about the road safety issues related to these illegal modifications and there was a lot of interest and information shared.

Unfortunately on the day, NZ Fire Service was unable to provide a demo of the 'jaws of life' on a crash car because they didn't have the staff available to do this. This was unfortunate as it would have tied in nicely with the demo car and would have also raised awareness about the 'end result' of crashes which often involve speed for

young people. As a result, St John's and Fire Service were 'out on a limb', not really able to engage with young people and perhaps not providing enough benefits for them to be involved again unless a demonstration could be guaranteed. Better placement of these partners could make things more worthwhile next time.

Organising this event was a huge learning curve for me and *NelsonCars* and there would be other things we would do (and not do) to improve on the event for next time.

If anyone from the Community Board has any further feedback about the event – whether you attended or not – I'd be grateful to hear your thoughts.

K Barr

Road Safety Co-ordinator

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