

An aerial photograph of a winding asphalt road that curves through lush green hills. The landscape is dotted with patches of brownish vegetation, possibly heather or dry grass. In the distance, a small cluster of white buildings is visible among the trees. The overall scene is a serene, rural landscape.

Re:act Student Program

Jerome Carslake, NRSP
Andrew Hardwick, Hard Edge

NRSP
NATIONAL ROAD SAFETY

PARTNERSHIP
PROGRAM

Recognising the Power of Collaboration

Core Funders



Steering Committee Partners (includes Core Funders):



Program Partners:



An aerial photograph of a multi-lane highway. Several cars are visible in motion, including a red car, a white car, and a green car. A large white truck is also visible. The highway is flanked by green trees and a grassy area. The text "Inspiring change on our roads" is overlaid on the top left of the image.

Inspiring change on our roads

Re:act
RESPOND. ACT.



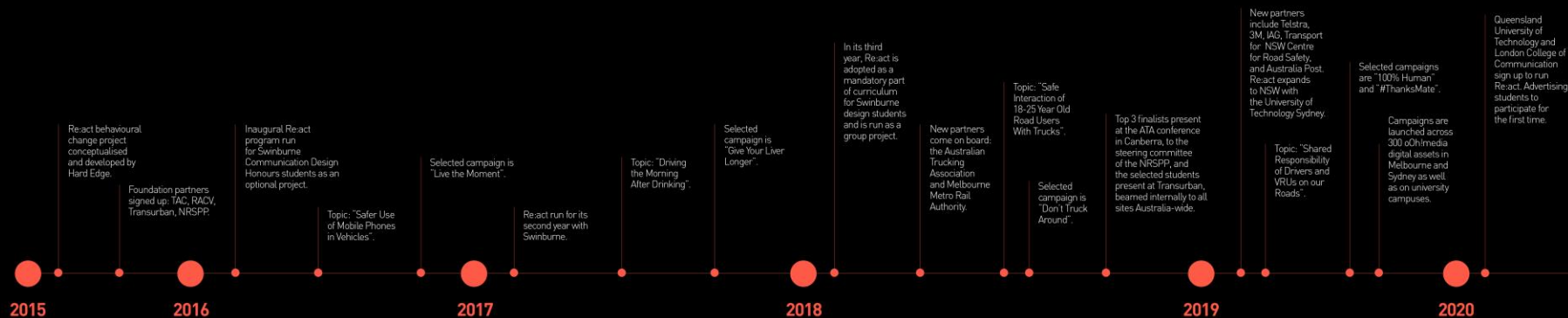
Re:act is a program that challenges university students to raise awareness of road safety issues and change behaviour among 18-25 year olds.

The Re:act Vision



- Educate the next generation of road safety communication professionals through the 'real-world' experience of pitching to industry and government clients.
- Inspire student participants and program partners to share positive road safety messages through their professional and personal networks.
- Influence the behaviour and attitudes of young drivers by raising awareness of how to be safer on our roads.
- Maximise impact on road safety by expanding across Australia and internationally, including in developing countries.
- Activate student campaigns in the public domain to ensure their voice is heard and positive road safety messages reach the wider community.

Timeline



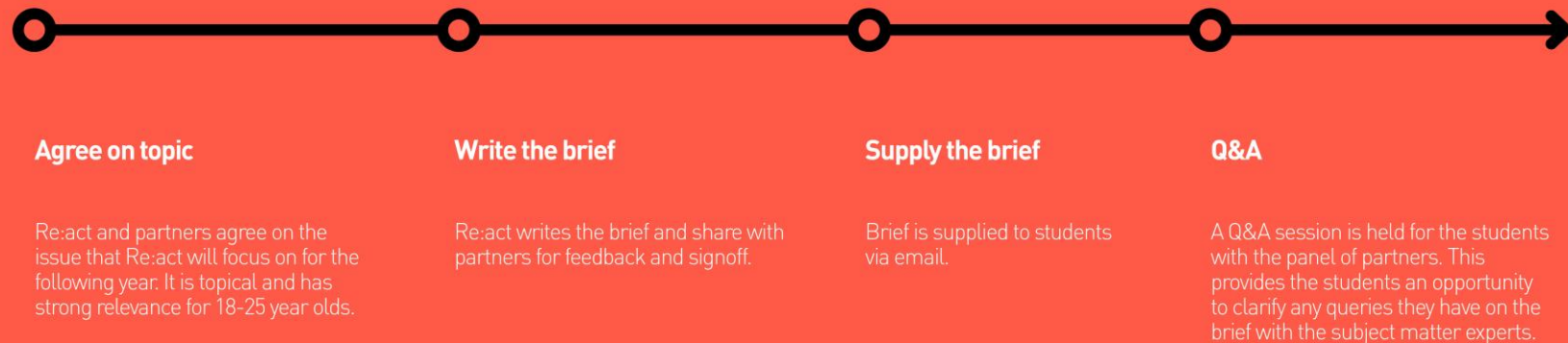
HARD EDGE

X

SWINBURNE
UNIVERSITY OF
TECHNOLOGY

P R E S E N T S

The Re:act Process



The Re:act Process



Check-in

3-4 weeks after receiving the brief, a check-in session is held for the students with the panel of partners. This gives students an opportunity to present their work in progress and receive feedback and direction from the partners.

Campaign pitches

6-8 weeks after receiving the brief, each of the students/groups pitch their campaign to the panel of partners. The partners meet and decide the finalists.

Selected campaigns announced

1 week later, the students/group who created the selected campaigns are notified and a media release is circulated.

Develop and execute winning campaign

The students develop and execute their campaigns, with support from Hard Edge, on campus and into the public domain through partner oOh!media.

Selected Campaign (Melbourne)

100% Human



My experience with Re:act is also very positive and watching students grow from the experience is rewarding. By developing a behaviour change campaign, they too go through behaviour change and learn how to share the road in a safer and more tolerant way."

– Associate Professor Nicki Wragg
Course Director - Communication Design Honours,
Swinburne University of Technology



Selected Campaign (Sydney)

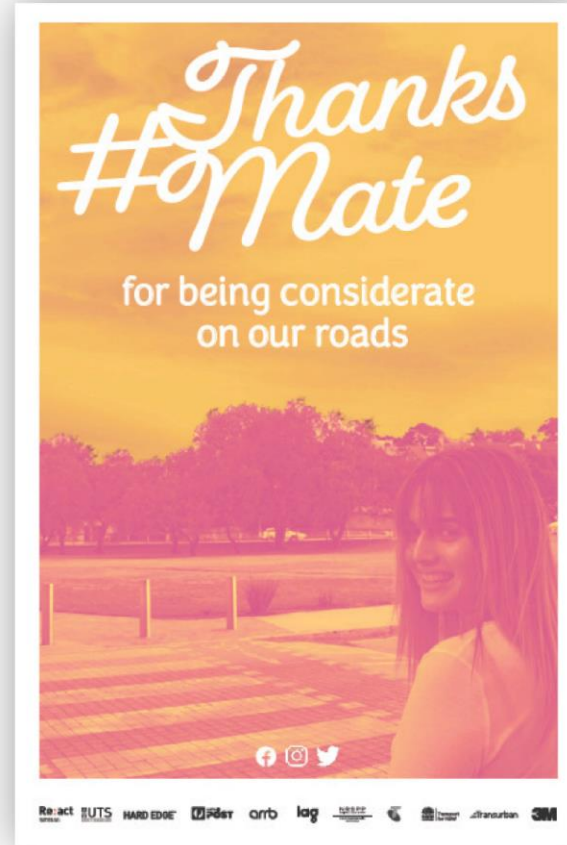
#ThanksMate



I wouldn't hesitate in recommending Re:act to other universities. It is UTS' first year running the program and it has been such a great opportunity for students to consider real-world problems and to collaborate with industry professionals."

– Nicola Hardcastle

Lecturer - Visual Communication Design,
University of Technology Sydney

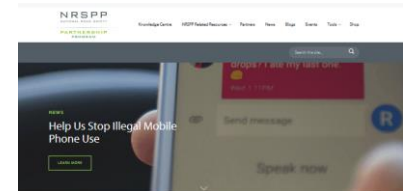


Thank you



For more information or to become a partner:

- Jerome.Carslake@arrb.com.au
- www.nrspp.org.au – register for newsletter
- [@NRSPAus](https://twitter.com/NRSPAus) - Twitter
- LinkedIn
- Facebook [@NRSP](https://www.facebook.com/NRSP)



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