

Amy Gillett FOUNDATION

Safe together



Newsletter
Issue Q2 Apr-Jun 2008

www.amygillett.org.au

Welcome to the 2008 Q2 AGF newsletter – a quarterly update on the AGF activities and programs to keep you informed. Feel free to pass on to your friends and thanks for your on-going support.

AGF Team



I have just passed my learners permit, had one professional driving instruction and received a pamphlet about the Amy Gillett Foundation. After a discussion with my parents about Amy's life story, re-reading the road rules and also downloading more information about cyclists on the road, I am now beginning to be extremely cautious and observant when learning to drive!! I think this Foundation has a great cause and more education is required about cyclist and motorists.

Shannen Bowen, WA



Road-Right

Road-Right is the AGF's innovative, national learner driver initiative, which is equipping the next generation of motorists with the knowledge and skills to safely interact with bicyclists on our roads. It also aims to assist new drivers develop healthy behaviours and attitudes towards this vulnerable road user group.

Annually, over 373,000 learner permits are issued in Australia, after the learner driver sits a test of randomly generated questions relating to Australian road rules. Our investigations revealed a high probability that the learner driver will not be asked any questions relating to the car/bicycle interaction. Road-Right is filling this gap by offering Australia's newest drivers incentive based learning in an attempt to reduce the number of seriously injured cyclists (over 2,500) on our roads each year.

As we come to the end of the program's first year, results to date are encouraging. Here's a snap shot:

- Over 24,500 entries received between August 2007 and June 2008.
- 40% of entries referred by driving instructors – thanks to our relationship with the Australian Driver Trainers Association (ADTA).
- VicRoads (Getting your L's) and Telstra (Spread the Good Stuff and PrePaid Plus) regularly feature in the top ten referral websites, along with RACT and ADTA-SA.
- Program promotion has occurred at the Volvo exhibit at this year's Melbourne, Sydney and Perth motor shows; via the Oakley customer database; a national targeted SMS campaign with the support of Belong Group; via in-school road safety education programs, such as WA's "Keys for Life" program; and various print media.
- Monthly prizewinners have come from all over Australia – NT, SA, VIC, NSW – each enjoying fantastic prizes supplied by Oakley, Pacific Brands (Malvern Star & Everlast) and Hogs Breath Café.

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TONY NUCCITELLI + AINSLEE PICKERING

STOP PRESS –

on 2 July, Ainslee Pickering from Victoria was the lucky winner of the Volvo C30!



GRAHAM WATSON © SATC/PHOTOGRAPHER

Amy's Ride – SA

The AGF, in partnership with Bicycle SA, is delighted to be expanding Amy's Ride into South Australia.

On Sunday 2 November, participants will have the unique experience of riding the Southern Expressway from Adelaide's south side to picturesque McLaren Vale. A variety of distances are on offer to suit all ages and abilities so gather your friends and/or work colleagues and enter a team.

State Government dignitaries, sponsors and supporters will gather at the Mercure Grosvenor in Adelaide on 1 July for the official media launch. Entries open on 1 July via the Bicycle SA website – www.bikesa.asn.au As Amy's Ride SA falls on the 'unofficial' Melbourne Cup long week-end, our Victorian supporters are encouraged to join us and Mercure Grosvenor, Adelaide, is offering great deals as an incentive. Further information will be posted on our website shortly.



EMMA CARNEY, MEL + GEOFF MEYER AT THE FINISH LINE

Fundraising

As we commence a new financial year, we've set ourselves a fundraising target of \$440,000. 'Get involved' by joining Club 500, entering Amy's Ride, buy a wristband or join our fundraising challenge. The website has the details.

This quarter we welcome the following Club 500 members:

- Verofit Sport Nutrition (NSW)
- Mark Menhinnit (QLD)
- High Tech Health (QLD)

The AGF was delighted to be the benefiting charity of the inaugural *Portfolio Partners Century Ride*. 1,200 riders covered either 100miles from Brisbane to Noosa, or 100kms from Redcliffe to Noosa, on the June long week-end, and the event raised over \$20,000. The AGF looks forward to continuing its association with USM Events – the next event is the National Cycling Grand Prix Tour scheduled for Brisbane on 30 November and 7 December in Melbourne.

AustCycle

Our joint venture with the Bicycle Federation of Australia (BFA) and Cycling Australia (CA) has become a reality with the registration of the corporation (AustCycle Pty Ltd) in June.

It is our shared vision to implement a national cycling training organisation that will support and resource local, accredited training providers to deliver bike-education and/or cycling training to people of all ages and abilities who cycle, in the same way that "AustSwim" swimming lessons are an integral part of growing up and learning about water safety. The primary objectives of AustCycle are to:

- Reduce the incidence of injury and death through better cycling education; and
- Increase the number of people cycling and the amount of cycling.

The project gratefully acknowledges the following organisations who have contributed substantial funding to commence implementation and who share our vision to ensure access and equity for cycling training and bike education across Australia: Thyne Reid Foundation, the Federal Department of Environment, Water, Heritage and the Arts; NSW Department of Environment and Climate Change; and IMB Foundation.

Development of curriculum, accreditation processes, business resource manuals, marketing collateral and website are all underway with a view to launch AustCycle late 2008.

Amy's Ride SA 2008



In partnership with:



Short Cuts

Scholarships Update: Carlee off to Europe

Our 2008 Amy Gillett Scholarship recipient is off to Europe early in July to train and race with the AIS National Cycling and Development teams.

On her new Giant bike and sporting her new Oakley sunnies, Carlee will compete in the Tour Limousin in France; Swiss National Race; Holland Hills Classic; Plouay World Cup; Womens Giro d'Italia and the Trophee D'Or Tour in France. Good luck Carlee! You'll be able to read all about her experiences on our website.



CARLEE (2ND FR L) WITH SPONSORS AT ALBERT PARK

Marilyn passes first PhD milestone

Our Safe Family Research Scholarship recipient, Marilyn Johnson, recently presented to the Monash Scholarships Review Panel on her PhD research to date, as well as the direction it will take. To help refine her research questions, Marilyn undertook observations of commuter bicyclist behaviour at an inner Melbourne location, with some surprising results. The review panel accepted Marilyn's candidature and she will now launch into stage two of her research. Congratulations Marilyn!

Safe Cycle continues – VIC & QLD

For the third year, the AGF is pleased to partner with Victoria Police for "Safe Cycle Month". Aimed at reducing bicycle reported collisions, this initiative resonates with our objective, so much so that we're advocating for other States to adopt a similar initiative. To that end, Queensland Police North Region has agreed to pilot the program in their jurisdiction in October, coinciding with Victoria's program, and the AGF looks forward to working with Queensland Police to reduce their bicycle collisions.

Amy's Ride VIC

Mark your diaries for Sunday 4 January 2009 for the annual Amy's Ride Victoria.

We're introducing some exciting new additions to the event including a shorter (25-30km) trail ride; and wave starts to ensure everyone gets off safely and orderly, especially on the Geelong-Portarlington Road. We're delighted that Go for your life will again be the major sponsor of the family kids loop.

Ambassadors

The AGF welcomes Mark Textor, Managing Director of Crosby Textor, as an Ambassador.

On 10 June we held an Ambassadors Luncheon to bring together those individuals who have, and continue to, support the Foundation, bring them up to date with our activities and discuss our plans for the coming 12 months. There were some great ideas discussed about how we maximise exposure and gain financial support to deliver our new initiatives. Our thanks to David Moffatt (Telstra) for hosting the lunch.