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**Yearly Progress Report- Period: July 2022----June 2023**

**Looking After Our Mates—Target 15 sessions**

**Total number of students:900**

Date:	Details:	Number in attendance:	
21/07/2022	Seymour FNC	35	Thirds players
27/07/2022	Yea Secondary College	40	VCAL, ACE
01/08/2022	Notre Dame College Shepp.	250	VCE, VCAL
09/08/2022	Verney Rd School	30	VCE, VCAL
05/09/2022	Assumption College Kilmore	25	VCAL
09/09/2022	Numurkah Sec College	35	VCAL
05/10/2022	Alexandra Sec College	37	VCE
12/10/2022	GSSC Shepparton	75	VCE
5/12/2022	Berry St School	12	VCAL
03/03/2023	Verney Rd School	15	Year 12
09/03/2023	SMOTA Nathalia	100	Year 10,11
14/03/2023	Yarrawonga Sec College	25	Year 11
14/03/2023	Yarrawonga Sec College	35	Year 12
21/03/2023	Sacred Heart Yarrawonga	70	VCE
23/03/2023	Alexandra Sec College	35	VCE
29/03/2023	Assumption College Kilmore	125	Year 10, VCE, VCAL <b>16</b>
<b>Target</b>	<b>15</b>	<b>944</b>	<b>Actual</b> <b>16</b>
30/03/2023	Wallan Sec College	Cancelled	
03/04/2023	St Augustine's Kyabram	120	Year 11, 12
10/05/2023	GSSC Shepparton	125	Year 12
09/06/2023	Kyabram Sec College	Postponed 28/07	
19/06/2023	Notre Dame Shepparton	250	Year 12
20/06/2023	Yarrawonga Sec College	60	Year 10
<b>Total</b>		<b>330</b>	<b>4</b>

## Safer Vehicle Innovation

### Name of Innovation: Safer Vehicles Save Lives---Target 20

#### How Safe is your car?

#### Younger drivers---Secondary Colleges

Date:	Details:	Number in attendance:	
21/07/2022	Seymour FNC	35	Thirds players
27/07/2022	Yea Secondary College	40	VCAL, ACE
01/08/2022	Notre Dame College Shepp.	250	VCE, VCAL
09/08/2022	Verney Rd School	30	VCE, VCAL
5/09/2022	Assumption College Kilmore	25	VCAL, VCE
9/09/2022	Numurkah Sec College	35	VCAL
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29/03/2023	Assumption College Kilmore	125	Year 10, VCE, VCAL.
03/04/2023	St Augustine's Kyabram	120	Year 11, 12
10/05/2023	GSSC Shepparton	125	Year 12
09/06/2023	Kyabram Sec College	Postponed 28/07	
19/06/2023	Notre Dame Shepparton	250	Year 12
20/06/2023	Yarrawonga Sec College	60	Year 10

Target	20	1274	Actual	21
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## How Safe is your car?

### Older Road Users

- 05/12/2022 Mooroopna Lions Club---35 attendees
- 30/12/2022 ONEFM with John Painter--- Driving on Country Roads, Safer vehicles--- 34,000 listeners.
- 18/01/2023 Driving on Country Roads/Safer Vehicles- International Dairy Week EXPO Tatura--- 1,000 attendees
- 03/03/2023 ONEFM with John Painter--- LAOMS, Country Driving, How Safe is Your Car
- 14/03/2023 Driving on Country Roads and Safer Vehicles Save Lives presentation to Tatura Lions Club---25 attendees.
- 22/03/2023 Driving on Country Roads, Safer Vehicles Save Lives presentation to Shepparton Lions Club---15 attendees.
- 26/03/2023 Safer vehicles, Country Roads, Safer cycling, with VicPol, Shepp, Rotary Club Car Show---1.000 attendees
- 28/03/2023 Kyabram Lions Club---How Safe is Your Car, Country Roads--- 10 attendees.
- 04/04/2023 Driving on Country Roads, Safer Vehicles Save Lives presentation to Toolamba Lions Club--- 16 attendees.
- 17/05/2023 Driving on Country Roads, Safer Vehicles Save Lives presentation to Dookie Lions Club--- 16 attendees.
- 06/06/2023 How Safe is Your Car---NHW Shepparton 6 attendees
- 15/06/2023 Shepparton Soroptimists---How Safe is Your Car, Country Roads--- 12 attendees.

Target	5	Actual	10
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### Heavy Vehicle and other Drugs Policy HVAOD

- 28/10/2022 ONE FM with John Painter promote uptake of Drugs/Alcohol small fleets policy.
- 12/12/2022 Meet with Matt Fraser to rework HVAOD policy.
- 12/12/2022 DECA acknowledgement of HVOAD policy**
- 15/12/2022 Bulk em Invite to HVF 20<sup>th</sup> January at DECA
- 20/12/2022 Confirmation by word/email from Jayden Lancaster ( JL Insulation) Shepparton) to review and adapt sent policy.**
- 29/12/2022 Confirmation by Em from Zane Foott Recycling re adoption of material**
- 29/12/2022 Beer Auto group Seymour review of sent policy and Seymour Bus Lines**
- 29/12/2022 Shepparton Villages-- Murray Burls confirmation of HVA OD policy and slide show.**
- 29/12/2022 "Cleaves Earthmoving, "--confirmation of HVA OD policy and slide show.**

### Vehicle maintenance project

- 12/12/2022 Neil Beer Auto Group Seymour---12 attendees

## Heavy vehicle Forums

20/01/2023 Heavy Vehicle Forum DECA--- 60 attendees

24/03/2023 Heavy Vehicle Forum Wodonga TAFE Logic Centre Barnawartha--- 50 attendees.

## Safer Driver and Passenger Innovation 1

### Drive Safely, Live for Tomorrow

### Subject

### Target 20,000

With 122,553 people (+15) in our broadcast area, ONE FM is estimated to share in a community radio audience reach of 34,314 in a typical week.

19/07/2022	ONEFM with John Painter	30,000 plus	Intro to role at RSGV
02/08/2022	ONEFM with John Painter		Cycling, Peter McPhee bursary
19/08/2022	ONEFM with John Painter		Lighting, fog, and rain events
30/08/2022	ONEFM with John Painter		L2P, Women's Health week ride 11/9, wet weather driving
13/09/2022	ONEFM with John Painter		L2P, report on Women's Health week ride
30/09/2022	ONEFM with John Painter		Heavy Vehicle forum, bright clothing on roads
14/10/2022	ONEFM with John Painter		Animals, speeds thru flood waters, lighting
28/10/2022	ONEFM with John Painter		Drugs/Alcohol small fleets, floods, and dangers
11/11/2022	ONEFM with John Painter		Safer cyclists, Safe Plate Day 12/11/2022
25/11/2022	ONEFM with Plemmo		Safer Cyclists, Driving in the Country
30/12/2022	ONEFM with John Painter		Driving on Country Roads, Safer vehicles.
13/01/2023	ONEFM with John Painter		Promote upcoming Heavy Vehicle Forum
27/01/2023	ONEFM with John Painter		Heavy vehicle rpt, Safer Cycling, Driving on Country Roads
17/02/2023	ONEFM with John Painter		Looking After Your Mates, Driving on Country Roads
03/03/2023	ONEFM with John Painter		LAOMS, Country Driving, How Safe is Your Car
17/03/2023	ONEFM with John Painter		Sharing the Road
30/03/2023	ONEFM with John Painter		Heavy vehicles—turning, ANCAP ratings.
21/04/2023	ONEFM with John Painter		Cyclists—be seen.
12/05/2023	ONEFM with John Painter		NHW, L2P, Op Hawkeye, Road Safety week, AMBER

26/05/2023	ONEFM with John Painter	Road stats, punctures, E scooters, Operation Halo, Share the Road
09/06/2023	ONEFM with John Painter	"We Can't See You" cyclist awareness
23/06/2023	ONEFM with John Painter	Wet weather driving—Sharing the Road.
07/07/2023	ON FM with Josh Revens	Safe Plates, Country Roads.

**22 ONEFM radio interviews**

## Safer Drivers and Passengers Innovation 2

### Name of Innovation: Driving on Country Roads

**Total number of participants to be involved: 10,000.**

12/10/2022	Safe Plate Day IGA Nth Shepparton---50 cars (100 approx. attendees)
16/11/2022	Shepparton South Rotary Club---20 attendees
17/11/2022	Nathalia and Numurkah Lions Clubs--- 35 attendees
24/11/2022	<u>Advert arranged for December the Adviser---Driver Fatigue</u>
5/12/2022	Willprint---Arrange content and printing of Driving on Country Roads brochure 5000. 2. Shepparton Adviser---Article "Lets Imagine" Annual holiday based on "Driving on Country Roads". 60,000 reader/households
5/12/2022	Mooroopna Lions Club---35 attendees
28/12/2022	Shepp Cycling Club Carnival---500 attendees.
31/12/2022	Rotary Mooroopna New Year's Eve Celebration---5,000 attendees
11/01/2022	<u>Advert for Heavy Vehicle Forum Shepparton Adviser</u>
16/01/2023	Driving on Country Roads presentation to Seymour Rotary with Neil Beer 25 attendees
17/01/2023	<u>Advert for Heavy Vehicle Forum Shepparton News</u>
17/01/2023	International Dairy Week EXPO---17 and 18 <sup>th</sup> January 2023
20/01/2022	Heavy Vehicle Forum DECA Complex--- 60 attendees
25/01/2023	Driving on Country Roads presentation to Shepparton Central Rotary--- 25 attendees
08/02/2023	Driving on Country Roads presentation to Tatura Rotary Club--- 20 attendees.
22/02/2023	Operation Travel Safe at DECA with VicPol and other Agencies, WIN, Adviser, Shepp News
22/02/2023	Farmers for Climate Change—LDV All Electric twin cab launch--- 50 attendees.
22/02/2023	Driving on Country Roads presentation to Mooroopna Kiwanis--- 25 attendees
03/03/2023	Driving on Country Roads presentation to Verney Road School--- 15 attendees.

07/03/2023	Driving on Country Roads presentation to NHW Shepparton---6 attendees
14/03/2023	Driving on Country Roads presentation to Tatura Lions Club---25 attendees.
22/03/2023	Driving on Country Roads presentation to Shepparton Lions Club---15 attendees.
26/03/2023	Driving on Country Roads Shepparton Rotary Car Show with VicPol---1,000 attendees.
28/03/2023	Driving on Country Roads presentation to Kyabram Lions Club--- 10 attendees.
28/03/2023	<u>Article—Shepparton Adviser—“Is there a better time”, “Driving on Country Roads”.</u>
03/04/2023	<u>Article--Nth Central Review---“Lets Imagine” Annual holiday based on “Driving on Country Roads”.</u>
29/04/2023	Safe Plate Day with Neighborhood Watch Shepparton---Riverside Shops----40 attendees.
13/05/2023	Safe Plate Day with NHW and Tatura Lions Club-----50 attendees
05/06/2023	<u>Article---Shepparton Adviser—“A quick trip to the snowfields”</u>
15/06/2023	Shepparton Soroptimists—12 attendees
<b>Total 23 Presentations with Community groups ,Forums 6 Advertorials. 8068</b>	

06/07/2023	Sunrisers Kiwanis Shepparton Driving on Country Roads---16 attendees.
08/07/2023	NHW Safe Plates Day with Kiwanis Mooroopna. ----35 attendees

## Safer Cyclists Innovation

### Name of Innovation: Cycling Safely Together

**Total number of participants:,10,000**

11/09/2022 Woman's only bike ride 11/09/2022----- 21 participants—with Lip Balm and Safe together on GV roads brochures.

11/09/2022 Inv from Willprint \$473 for 1000 brochures fwd to John W

9/11/2022 Inv from Willprint \$308 for 500 brochures fwd to John W

24/11/2022 Meet with Bron Timothee--- The Adviser—to arrange Adverts, articles, and coloring competition for Safer Cycling **January/ February 2023**

- 4 x Quarter Page Ad/ Colouring comp @ \$350 + gst per ad. (Normal Casual Rate \$695 + gst
- **Bonus Editorial** to support and promote the competition and prizes.
- **Bonus comment on FB Account ---The Adviser**
- **Bonus mention on ONE FM with Geoff Adams Editor--- The Adviser**

Our Production team is available to design the competition; this service is at no extra charge.

24/11/2022 Meet with Sharlene Putman Greater Shepparton City Council Major events manager re supporting major cycling events in the region—eg BMX State titles, Shepp cycling Club Xmas carnival, Dairy Week in Tatura.

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29/11/2022 Attend Shepp Cycling Club practice night---20 attendees.

30/11/2022 Meet with Gary Alexandra Mooroopna Kiwanis re--working in partnership at Mooroopna Park primary school on their Bike Ed program.

7/12/2022 Cycling Safety message at Lemnos Primary School

14/12/2022 Arrange coloring cartoon messages for kids.

28/12/2022 Shepparton Cycling Club Track Carnival 500 attendees plus worldwide streaming- --Race 64 sponsorship Men C Grade scratch race.

17-18/01/2023 Promote Safer Cycling at IDW Tatura EXPO

18/01/2023 1<sup>st</sup> Cartoon in The Shepp. Adviser

02/02/2023 1<sup>st</sup> winner Kai Novak

07/02/2023 Photo with Kai and Mum Olga at The Shepparton Adviser

15/02/2023 2<sup>nd</sup> Cartoon in the Shepp. Adviser

20/02/2023 Cycling Safety message at Lancaster Primary School--- 40 attendees

26/02/2023 2<sup>nd</sup> winner Photo with Olivia at The Shepp. Adviser

02/03/2023 3<sup>rd</sup> Cartoon on The Shepp. Adviser

10/03/2023 Meet with Ariyana GSCC update on programs.

27/03/2023 Invoice from Shepparton Cycling club----\$500 sponsorship for 22 April Criterion.

29/03/2023 3<sup>rd</sup> winner Photo with Jac and Mum Meaghan Deane

22/04/2023 Shepp Cycling Club-Euroa Crit \$500 sponsorship. ---500 attendees

03/05/2023 4<sup>th</sup> Cartoon in the Shepp. Adviser

05/05/2023 Meet with Ariyana Gant and Schenelle DCosta Shepp City Council and John Weinert.

05/05/2023 Arrange order of Bike Light sets, from My ride Shepparton.

08/05/2023 4<sup>th</sup> winner Photo with Tyler Grant at the Shepparton Adviser

11/05/2023 Kiwanis club Mooroopna—Bike maintenance

11/05/2023 Meet with Principal Karen Goodwin Mooroopna Primary School ---Bike ED program—Fix a Bike

11/05/2023 Meet with Principal Michelle Duke Mooroopna Nth School re Bike Ed, Colouring Comp

17/05/2023 Knight st multi age Kinder ---Colouring comp—Safer Cycling

29/05/2023 Bike Ed training----DECA complex

07/06/2023 Harston Primary School---12 attendees

15/06/2023 Meet with Nathan Turner Ardmona Primary School

21/06/2023 Meet with Hayden Beaton Principal at Mooroopna Park PS re Cycling Safely track design

## Notes

**Target groups/Key stakeholders**—Bicycle User Group Shepparton, Shepparton Cycling Club, district Primary Schools, Kiwanis Mooroopna, Local Service Clubs, Shepparton Adviser—60,000 readers, ONEFM 34,000 listeners, Activities in the Park GSCC,

### **Develop a Media strategy.**

Rework the Safer Cycling brochure.

Create ADDY cartoon character for The Shepparton Adviser

Engage with ONEFM and promote “Share the Road” campaign.

Engage with Greater Shepparton City Council to partner in the “Activities in the Park” promotion, populate Primary schools contact list, participate in Bike Ed training, Kiwanis Mooroopna—Bike Fix program. Meet with Hayden Beaton Principal Mooroopna Park Primary school re Cycling Safely track layout==ideas

### **Major promotions--attend**

Women’s only cycling event 11<sup>th</sup> September,

Shepparton Cycling Club (SCC) cycling carnival 28<sup>th</sup> December,

SCC Euroa Criterion 22<sup>nd</sup> April,

Dairy Week Tatura,

### **Marketing**

Radio---23 On Air sessions with John Painter---Emphasis/Prioritize “Cycling Safely Together” on ONEFM regarding “sharing the Road”, 34,000 listeners.

Print---11,500 Brochures-Safer Cycling in the Goulburn Valley 1500 units thru Willprint Shepparton

Newspaper---Organize and deliver 4 cartoon Addy inserts for The Shepparton Adviser, follow up prize presentations to each winner, 60,000 readers.

- 4 x Quarter Page Ad/ Colouring comp @ \$350 + gst per ad. (Normal Casual Rate \$695 + gst
- **Bonus Editorial** to support and promote the competition and prizes.
- **Bonus comment on FB Account ---The Adviser**
- **Bonus mention on ONE FM with Geoff Adams Editor--- The Adviser 34,000 listeners**

Bulk emails to Primary schools re our support to Bike Ed.