



MONASH University
Accident Research Centre

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essence.

ADVICE AND GUIDANCE ON INCREASING THE PURCHASES AND USAGE OF SAFER CARS BY YOUNG DRIVERS

by

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Abstract:

Young drivers face serious road safety issues and have a higher rate of crash involvement compared with any other age group of drivers. Within the Safe System approach, one of the most promising approaches to address their overall safety is to promote the purchase of safer vehicles equipped with key safety features. This project, commissioned by Department of Infrastructure and Transport, on behalf of the National Road Safety Council (NRSC) aims to advance the development of initiatives and programs to increase the purchase and use of safe vehicles by young drivers through a review of current initiatives and schemes (and their effectiveness), identification of key stakeholders and workshops/interviews with stakeholders, and development of recommendations for a 'best-practice' publicity strategy with key elements.

A key outcome was that stakeholders active in the area of developing initiatives to increase the purchase and usage of safer cars by young drivers were mainly Government organisations and motoring associations. Further, the assessment of initiatives and schemes revealed that there have been no evaluations of the government and motoring association initiatives which therefore limits the extent to which conclusions about likely effectiveness can be drawn. The findings from the review, and stakeholder consultation were synthesised to develop and prioritize a set of recommendations for the way forward to increase use of safe vehicles by young drivers. The key recommendation from the study was the proposal to develop a National Framework at the Federal Government level that is consistent, facilitated, coordinated, and well supported in addressing the issue of safe vehicles for young drivers.

Key Words:

Young drivers, parental involvement, vehicle safety, vehicle choice, consumer education.

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Preface

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Ethics Statement

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EXECUTIVE SUMMARY

Driving safer cars is an integral component of a Safe System approach to road safety. This component aims to ensure that driver errors are less likely to result in serious injury or death, and it is estimated that Safe Vehicle actions will result in significantly fewer serious casualty crashes on our roads. More specifically, the estimates are: if all motorists upgraded their vehicles to the safest car in their desired class, overall safety across Australia could improve immediately by between 26 and 40 percent. More significant reductions, in the order of 17 to 85 percent, are estimated in serious injury and fatal crashes amongst novice drivers, associated with P-plate drivers' improved vehicle choice (Whelan, Scully & Newstead, 2009).

In light of this evidence, the Department of Infrastructure and Transport, on behalf of the National Road Safety Council (NRSC) commissioned the Monash University Accident Research Centre (MUARC), and MUARC's sub-contractor Essence Communications, to undertake a study to advance the development of initiatives and programs and provide advice and guidance to improve young driver safety through the purchase and use of safe vehicles. There were four key components of the study: a literature review, development of a conceptual framework, interviews with key stakeholders, and development of a publicity plan.

The key findings and outcomes from the review of the literature and interviews with key stakeholders are described below. The most consistent findings were that:

- Very few initiatives have been developed to address the issue;
- None of the initiatives have been evaluated;
- A sporadic approach to addressing the issue exists nation-wide;
- Some jurisdictions are yet to incorporate a strategy to address the issue;
- There was a lack of co-ordination of initiatives and activities;
- There was strong support for elevating the issue within young driver policy development and promoting the issue on a national-level;
- Government and Motoring Associations are the most active stakeholders, other stakeholders that should become more active either directly or in partnership with key stakeholders are insurance and finance agencies, vehicle manufacturers and dealerships and media and advertising agencies;
- Vehicle dealerships and manufacturers are considered difficult stakeholders to direct activity on addressing the issue;
- Initiatives should be directed toward two target audiences concurrently, young drivers and their parents; and
- There was strong support for improving key messages, communication methods, and interactions between stakeholder-based initiatives.

In considering the development of new initiatives to address the issue the following existing initiatives were considered to be particularly important (and their roles are discussed in the publicity strategy):

- Vehicle safety ratings – i.e. ANCAP and UCSR;
- The howsafeisyourcar.com.au website;

- The Keys2Drive program; and
- The carsales.com.au website.

In relation to the content of initiatives the key findings were that:

- Initiatives could be significantly improved by making key messages simple, few in number, and often repeated to a well-targeted audience;
- That the target audience will not be able to make an informed decision on vehicle choice based on a list of important vehicle safety features alone, rather, suggestions for young-driver-specific vehicle makes/models should be the central focus of the initiatives;
- Three pieces of information could accompany the vehicle makes/models suggestions: vehicle safety ratings, purchase price range estimate, and average running costs per year;
- Strong support for developing key messages on the basis that most young drivers will be in the market for a used vehicle, and therefore it was considered appropriate to lessen focus on ANCAP, which currently dominates key messages to young drivers, and significantly increase focus on UCSR; and
- The development of the key messages is likely to be based on scientific research which includes some inherently complex concepts (e.g. vehicle performance in real-world crashes) and therefore will require input from experts in vehicle safety and market research, and market research testing on young drivers and parents.

Some considerations and issues arose regarding the timing of initiatives and buyer decision-making:

- Whilst the timing of current initiatives is focussed on when young drivers are about to purchase a vehicle there is no evidence to suggest that this is the optimum timing, particularly in relation to influencing their vehicle purchase into safer vehicles;
- It was considered that the messages regarding vehicle safety need to reach all young drivers and at an early age. Therefore a reform of in-school curriculum in the area of road safety was suggested and such reform should include/modify the (current) vehicle safety content; and
- There is a need to conduct further research on the decision-making and attitudes towards vehicle safety by parents and young drivers as they prepare to purchase the young driver's first vehicle, and such research is considered to be a priority action in addressing the young driver safe vehicle issue. The research would aim to bridge the gap in our understanding of when to target information to young drivers and their parents within the GDLS, and, whether early intervention measures in early secondary school are necessary to influencing buyer's decision making in the L- and P-plate phases (and if necessary to understand how effective early intervention programs can be developed).

Based on the findings of the study **the key recommendation from the study is to develop a National Framework at the Federal Government level that is consistent, facilitated, coordinated, and well supported in addressing the issue of safe vehicles for young**

drivers. The recommendations for the development of the National Framework are provided in the summary table below and are categorised by three levels of priority (high, medium, and low) and by stakeholder group.

STAKEHOLDER	PRIORITY	NATIONAL FRAMEWORK ACTION
Government	High	<ul style="list-style-type: none"> ▪ Fund research to: <ul style="list-style-type: none"> ○ Establish the key target audience’s attitudes to vehicle safety and understand their willingness to purchase alternate safe vehicles ○ Establish the optimum timing to deliver vehicle choice messages within the GDLS, and investigate the feasibility and effectiveness of in-school education in the early secondary school years on influencing buyer decision-making in years to come when vehicle purchase is immanent ▪ Develop key messages for internal and external communication campaigns and in doing so replace any messages from exiting initiatives with the key messages; ▪ Develop national website based on howsafeisyourcar.com.au tailored for key target audience; ▪ Incorporate key messages and links to website in all driver licensing handbooks across all jurisdictions to carry consistent information; ▪ Include key messages and demonstration of website in Keys2Drive curriculum, and include promotion of National Framework via Keys2Drive postcard; ▪ Acknowledge the National Framework in future National Road Safety Strategy, and in the short-term translate recommendations into state-based action plans; ▪ Formulate and deliver a mass market campaign to industry and consumers based on key messages of the National Framework (see Figure 3) in order to address the issue of safe vehicles for young drivers. The key objectives of the campaign are to raise awareness of the importance of safe vehicle choices in both industry and the key target audience and to make sure the resources available to assist with safe vehicle choices are well known by these groups; and, ▪ Reform vehicle fleet purchase policies through implementation of a national fleet policy as recommended in the Road Safety Strategy (see Section 4.3.4). The national fleet policy should acknowledge the role fleets have in providing stocks of suitable safe vehicles for young drivers in the future.
	Medium	<ul style="list-style-type: none"> ▪ National Framework Ambassador program; ▪ Investigate change in GDLS legislation, in particular

		<p>enacting a minimum vehicle standard for novice drivers so that they could only drive a vehicle from a list of approved vehicles;</p> <ul style="list-style-type: none"> ▪ Investigate incentives for purchase of recommended young driver vehicles; and, ▪ Investigate incentives via scrappage programs.
	Low	<ul style="list-style-type: none"> ▪ Social media strategy; and, ▪ Help line.
Other stakeholders (All):	High	<ul style="list-style-type: none"> ▪ Motoring Associations, insurance and finance agencies and vehicle manufacturers should work with Government to identify ways to adopt National Framework. Dealerships, media and advertising (in particular, carsales.com Ltd) should also be encouraged or contracted to become involved in partnership with the key agencies; ▪ Replace existing messages on vehicle safety for young drivers (see Table 1) with messages from National Framework; and, ▪ Work with Government to identify brand recognition opportunities for involvement in National Framework.
	Medium	<ul style="list-style-type: none"> ▪ Identify incentive opportunities; and, ▪ Participate in National Framework Ambassador program.
	Low	<ul style="list-style-type: none"> ▪ (Vehicle dealerships) investigate feasibility of premium used car dealerships.

1. BACKGROUND AND STUDY AIMS

1.1. RESEARCH BACKGROUND

Novice drivers in Australia are at high risk of injury crash involvement, accounting for approximately 25 percent of all driver deaths even though they represent only a minor proportion (12%) of licensed drivers. Importantly, drivers in their first year of driving are particularly vulnerable to crash involvement. This is illustrated in Figure 1: during this critical first year of independent driving, it has been estimated that novice drivers are 33 times more likely to be involved in a casualty crash compared with learner drivers.

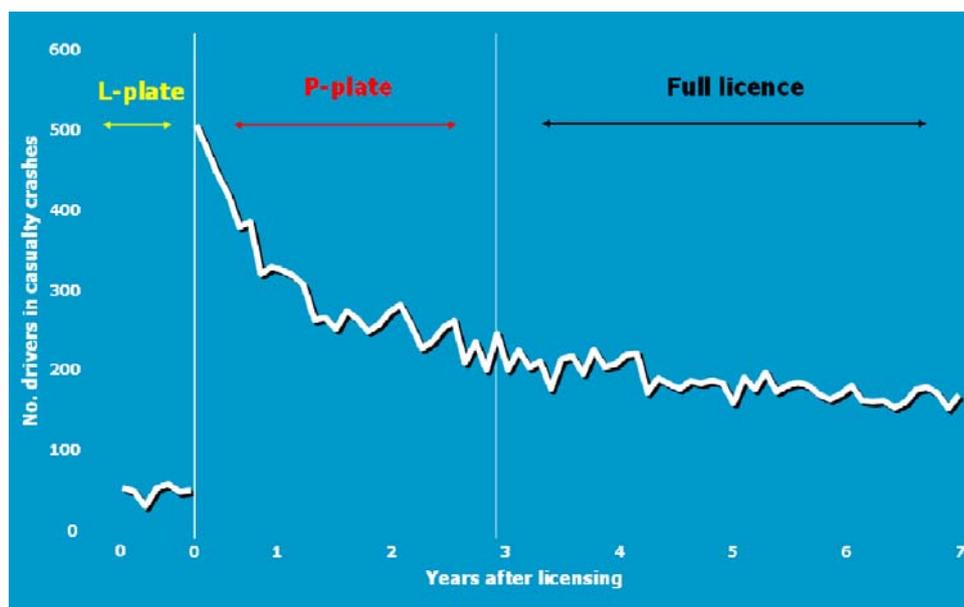


Figure 1: Queensland crash involvement by licence phase (Transport and Main Roads (2005) Learner Driver Handbook)

Over the last three or four decades, there have been many initiatives suggested and implemented internationally and in Australia to address the over-representation of young novice drivers in casualty crashes, particularly implementation and subsequent reform of Graduated Driver Licensing Systems (GDLS) in each Australian jurisdiction, but also driver training and education approaches (particularly in development specific skills to handle vehicles and enhancing knowledge and attitudes relating to safe driving behaviour), Police enforcement of safe driving practices (e.g., drink driving, speeding, seat-belt use), Intelligent Transport System (ITS) technologies (particularly crash avoidance devices, speed adaptation and reduction devices, vehicle control and monitoring devices, etc.), improved road design and operation (particularly measures aimed to reduce speeding and barrier systems to reduce injuries in single-vehicle run-off-road crashes).

One of the most promising approaches is to improve young novice driver safety through promoting the purchase and use of safer vehicles. The relationship between vehicle safety and young driver road trauma has received interest from policy makers as exemplified in the recommendation from the NSW Auditor-General's Report (Roads and Traffic Authority, 2011) that "commencing immediately, to enable young drivers improved access to safer second-hand vehicles, the RTA should strongly advocate for all NSW Government agencies to only purchase light passenger vehicles with a five star ANCAP rating and light commercial vehicles with the best available ANCAP rating and specified safety features, including Electronic Stability Control and head protecting airbags".

Driving safer cars is an integral component of a Safe System approach to road safety. This component aims to ensure that driver errors are less likely to result in serious injury or death, and it is estimated that Safe Vehicle actions will result in significantly fewer serious casualty crashes on our roads. More specifically, the estimates are: if all motorists upgraded their vehicles to the safest car in their desired class, overall safety across Australia could improve immediately by between 26 and 40 percent. More significant reductions, in the order of 17 to 85 percent, are estimated in serious injury and fatal crashes amongst novice drivers, associated with P-plate drivers' improved vehicle choice (Whelan, Scully & Newstead, 2009).

Currently, however, it appears that many novice drivers transition from driving a relatively safe vehicle during the learner phase (often the family vehicle) to driving a vehicle from the start of the P-plate phase (which is either purchased by themselves or with some financial assistance from their parents) that provides significantly less than average crash protection (Scully & Newstead, 2011).

1.2. STUDY BACKGROUND

In light of this evidence, the Department of Infrastructure and Transport, on behalf of the National Road Safety Council (NRSC) commissioned the Monash University Accident Research Centre (MUARC), and MUARC's sub-contractor Essence Communications, to undertake a study to advance the development of initiatives and programs and provide advice and guidance to improve young driver safety through the purchase and use of safe vehicles.

1.3. STUDY AIMS

The overall aim of the study was to gather evidence and information to understand the current state of play with regard to initiatives to promote the purchase and use of safer vehicles amongst young novice drivers in Australia, and to provide advice and guidance for the way forward to ensure an increase in use of safer vehicles amongst this driver group.

Four key objectives of the study were undertaken and are as follows:

1. ***Review current schemes/programs***: To examine what relevant parties are undertaking in relation to the issue including reviewing current and past schemes/programs in Australia and abroad and to provide an assessment of publicity materials and incentives, recommendations and results of any program evaluations that have been undertaken. The schemes and programs reviewed included those undertaken by various relevant organisations as listed below:
 - a. Government programs
 - b. Non-government programs
 - c. Community based initiatives
 - d. Programs operated by motor vehicle insurance agencies
2. ***Develop a conceptual framework and stakeholder interviews***: To develop a conceptual framework within which to understand the issues. This included the interaction of key stakeholders, and key points of contact with young drivers and their parents to help identify opportunities for state and territory agencies, insurance companies and other relevant organisations to influence safer car purchases. It also

included development of a framework for educating relevant parties on the suggested actions and recommendations, and included practical incentives to encourage involvement by all parties.

3. ***Provide key recommendations:*** To identify opportunities for key stakeholders to encourage the purchase of safe vehicles for young drivers in the short and long term. These opportunities will be developed into recommendations and fall under specific areas as follows:
 - a. Preferred incentives
 - b. Regulation and legislation
 - c. Actions by business
 - d. Actions by key industry and road safety organisations

4. ***Develop a publicity plan:*** To bring together the findings from the above objectives to develop a detailed publicity plan, including advice on recommended material to be used, to assist identified key organisations in implementing strategies and initiatives that are likely to influence the purchase and use of safer vehicles amongst young drivers in the short and long term.

1.4. STRUCTURE OF THE REPORT

The report is structured to present the above objectives and work packages. Chapter 2 provides the findings of the review of the literature to identify current initiatives and programs, and assess their effectiveness (if available). Chapter 3 describes the development of the conceptual framework and the findings from the stakeholder workshops, focussing particularly on current initiatives. Chapter 4 provides a synthesis of the findings, including discussion of issues and recommendations for initiatives, and publicity plans and communication strategies for each stakeholder groups.

2. REVIEW OF INITIATIVES

2.1. OVERVIEW

This chapter presents the findings of the work undertaken to review the literature in relation to young driver vehicle choice and to identify and assess current initiatives and programs. Specifically, the review addressed the following:

- Relevant parties influencing purchasing decisions directly or indirectly;
- Identification of current initiatives and activities by stakeholders;
- Assessment of the effectiveness of initiatives and schemes (where available): and,
- Circumstances influencing vehicle fleet turnover.

The review was achieved via the following:

1. Literature review: A systematic online search was conducted using relevant databases to identify initiatives from. A combination of search terms were used, as follows: young drivers, newly licensed drivers, young novice drivers, novice drivers, vehicle safety, vehicle choice, buyer choice, buyer decision making; and,
2. Interviews: Face-to-face structured interviews were conducted in a group setting with key stakeholders from Government departments, Non-Government organisations, community groups, the motor industry and motor vehicle insurance in the states of Victoria, NSW, and Western Australia.

2.2. BACKGROUND RESEARCH

The most recent and relevant studies conducted addressing the issues surrounding vehicle choice and vehicle safety among young drivers have been conducted by the Monash University Accident Research Centre (Watson & Newstead, 2009; Whelan, Scully & Newstead, 2009; and Scully & Newstead, 2011). These key publications are used as a broad base for the background research.

The key findings of these studies together provide insight into how to increase the purchase and usage of safer cars for young drivers. The key findings are summarised below:

1. It is widely accepted that as soon as a young driver obtains their P-plate licence they transition from the road user group with the lowest crash risk to the road user group with the highest crash risk. Recent research indicates that during this transition from Ls to Ps there are two changes relating to the types of vehicles driven by young drivers: the young driver transitions from driving a vehicle owned by their parents to a vehicle that they own (Scully & Newstead, 2011), and secondly, the vehicle driven in the P-plate phase often provides limited crash protection in terms of secondary safety performance in comparison to drivers of all other ages (Watson & Newstead, 2009). Improved vehicle choice specifically for drivers entering the P-plate period may provide an effective avenue for reducing their road trauma;
2. There are likely to be significant reductions in road trauma as a result of P-plate driver's improved vehicle choice. Whelan et al. (2009) modelled reductions in

serious injury and fatal crashes among 18-20 year old drivers using vehicle choice optimisation scenarios and found an estimated reduction of between 17-85 percent. Some of the more achievable scenarios were estimated to potentially reduce young driver death and serious injury by around 60 percent;

3. Purchase price is considered by young drivers to be the most important factor when preparing to buy their first vehicle (Scully & Newstead, 2011). The *Arrive Alive* 'First Car List' - which was developed as a result of the Whelan et al. research - demonstrates that purchasing a vehicle with good secondary safety can be achieved on a tight budget (*Arrive Alive*, 2010). It is likely that this information will be welcomed by young drivers and their parents as they prepare to purchase the young driver's first vehicle; and
4. Scully and Newstead (2011) described the most likely vehicle purchase pattern for young drivers in Queensland as follows: the P1 driver saves for their first vehicle during the Learner permit phase and they purchase a vehicle with a price range up to \$10,000 around the same time that they obtain their P1 licence. Vehicle purchase is funded either entirely with their own savings or with financial support from their parents (either in part or full support) – external support, for example through personal loans, is rare. Vehicle choice initiatives therefore need to be targeted at both the young novice driver and their parents, and the timing of these initiatives needs to commence when the novice driver is in the Learner phase which is when they are saving for their first vehicle.

2.3. SPECIFIC INITIATIVES IDENTIFIED IN THE REVIEW

The national and international literature was searched in order to identify specific initiatives aimed at increasing the purchase and use of safer cars by young drivers.

Table 1 provides information on all of the initiatives for young drivers and their parents aimed at increasing the purchase and use of safe vehicles separated by each Australian State and Territory and each of the four stakeholder categories (Government, non-Government, community, motoring associations).

The review of international literature revealed no initiatives for young drivers and their parents aimed at increasing the purchase and use of safe vehicles. There were however a number of initiatives related to increasing the turnover of the vehicle fleet, and these initiatives are listed and summarised in Table 2.

Table 1: Australian initiatives aimed at young drivers and their parents regarding improved vehicle choice

Stakeholder category	Stakeholder	Initiative Description
Victoria - Initiatives For Young Drivers And Their Parents Regarding Improved Vehicle Choice		
Government	VicRoads	<p>The “Lsite” is a website dedicated to Learner drivers, pre-learners, and supervisors of Learner drivers. The site contains a section titled “Car Guide” (www.lsite.vicroads.vic.gov.au/Learners/car-guide.html) aimed at providing Learner drivers with information on vehicle safety. Within the car guide section users can search and compare used cars (via Used Car Safety Ratings) and new cars (via ANCAP).</p> <p>VicRoads recommends “When deciding on a new or used car, carefully check out the standard and optional safety features. Ask yourself:</p> <ul style="list-style-type: none"> • How well will this car protect me and my passengers during a crash? • What features does this car have that will help me avoid a crash? • What other safety features does this car have?” <p>(http://www.lsite.vicroads.vic.gov.au/Learners/car-guide.html, accessed July 2012)</p>
	TAC	<p>The First Car List (Arrive Alive 2010) – as part of the “howsafeisyourcar.com.au” website this list is prepared for young drivers preparing to buy their first car. Includes cars ranging in price from \$2000-\$14000. The site page has three subheadings - “Why is a safe car important”, “How are the cars selected”, “What should I do”. A link is provided to the “Buyers Guide” which is a 5-page booklet regarding information on vehicle safety for prospective buyers targeting drivers of all ages. The “howsafeisyourcar.com.au” website provides a wealth of vehicle safety information.</p>
Non-Government		No initiatives identified in online search or stakeholder interviews
Community		No initiatives identified in online search or stakeholder interviews

Motoring associations	RACV	<p>Free2go is an RACV-based club for 18-20 year olds and Year 12 students. The club membership is free and entitles members who are 18-years old or in Year 12 to one year free Emergency Roadside Assistance or half-priced Emergency Roadside Assistance for members aged 19- and 20-years. The Free2Go membership also provides free car buying advice and access to various discounts. On the website's menu bar there is a link to a section titled "Buying A Car" and this section has several sub-menus: "Search", "Road tests", "Buying tips", "Insurance", and "Finance". The landing page of the "Buying A Car" section of the Free2Go website contains a few paragraphs regarding advice on buying a car and a motoring advice number. An extract from these paragraphs is below:</p> <p>"Getting your licence is one thing, but owning your own wheels – that's true freedom! No more borrowing your Mum's car and worrying about getting it back on time. No more moving the seats and mirrors and putting up your P plates every time you go somewhere! And no more changing the radio station. Your car is all yours and you can use it whenever you want and keep it as messy as you like!" (http://www.racv.com.au/wps/wcm/connect/racv/Free2go/Primary/buying%20a%20car, accessed July 2012).</p> <p>After mentioning the cost of buying a car the "Search" and "Buying Tips" sections directs users to the RACV general site about buying cars, with an emphasis on used cars. The "Road tests" section provides brief information regarding road tests and includes a link to the RACV road test reports section. The "Insurance" section describes and compares three types of insurance (Comprehensive, Third Party Property, and Third Party Property – Fire and Theft). The "Finance" section provides a description of RACV Finance options and a link to the RACV Finance website.</p> <p>See also Keys2Drive.</p>
NSW - Initiatives For Young Drivers And Their Parents Regarding Improved Vehicle Choice		
Government	Roads and Maritime Services (replacing RTA)	The "Geared" website is for young drivers and includes a section on all aspects of car buying and maintenance - www.rta.nsw.gov.au/geared/cars - including how to spot a dodgy car has a vehicle safety page titled "Smashing away for safety" which provides detailed information on ANCAP. Another page titled "Does size matter" goes into more detail about vehicle size, references the UCSR, and mentions the importance of airbags via reference to Michael Paine (ANCAP Technical Manager).
Non-Government		No initiatives identified in online search or stakeholder interviews
Community		No initiatives identified in online search or stakeholder interviews

Motoring associations	NRMA	See Keys2Drive
Queensland - Initiatives For Young Drivers And Their Parents Regarding Improved Vehicle Choice		
Government	Department of Transport and Main Roads	A section on the Transport and Main Roads website contains "Student Driver Education" information for educators. There is a sub-section titled "Buying your first car" which includes links to handouts for student activities regarding choosing a safe vehicle, and links to the UCSR and ANCAP.
Non-Government		No initiatives identified in online search or stakeholder interviews
Community		No initiatives identified in online search or stakeholder interviews
Motoring associations	RACQ	The "free2go" website, which includes membership for newly licensed drivers similar to the RACV free2go membership, includes a section on buying a car but provides practically no information on choosing safe vehicles. See also Keys2Drive
Tasmania - Initiatives For Young Drivers And Their Parents Regarding Improved Vehicle Choice		
Government	Transport for Tasmania	In the novice driver section (http://www.transport.tas.gov.au/novice/top_menu/safe_driving_tips) the website contains safety tips, and one tip is to drive a safe vehicle. The guidance what constitutes a safe vehicle is a minimum 4 star ANCAP safety rating. The site refers users to the www.howsafeisyourcar.com.au website.
Non-Government		No initiatives identified in online search or stakeholder interviews
Community		No initiatives identified in online search or stakeholder interviews
Motoring associations		See Keys2Drive
South Australia - Initiatives For Young Drivers And Their Parents Regarding Improved Vehicle Choice		
Government	Department of Planning, Transport and Infrastructure	No initiatives identified in online search or stakeholder interviews
Non-Government		No initiatives identified in online search or stakeholder interviews
Community		No initiatives identified in online search or stakeholder interviews
Motoring associations		See Keys2Drive

Northern Territory - Initiatives For Young Drivers And Their Parents Regarding Improved Vehicle Choice		
Government	Northern Territory Transport Group	No initiatives identified in online search or stakeholder interviews
Non-Government		No initiatives identified in online search or stakeholder interviews
Community		No initiatives identified in online search or stakeholder interviews
Motoring associations		See Keys2Drive
Western Australia - Initiatives For Young Drivers And Their Parents Regarding Improved Vehicle Choice		
Government	Office of Road Safety	Provides a specific section among the young driver site dedicated to “Your First Car”. This includes a video on safe vehicles, information on buying a new car, buying a used car, several vehicle safety technologies (e.g. ESC, ABS, airbags). One of the links is for “Four Wheel Drives” which discourages these vehicle types: “Recent analyses have indicated that Four Wheel Drive (4WD) vehicles cause comparatively more harm than other passenger vehicles when in collision with other road users, and are relatively unstable vehicles, with a high risk of rollover. In relation to crash risk overall, however, the primary risk estimates show that 4WD vehicles are generally safe vehicles, despite their higher rollover risk. However, in relation to young drivers there is an unusually high risk for 4WD occupants compared to other passenger vehicles.” (http://ors.wa.gov.au/Demographic-Pages/New-to-Driving/Your-First-Car.aspx , accessed July 2012). This is the only resource to discourage young drivers choosing these vehicle types and this is encouraged.
Non-Government		No initiatives identified in online search or stakeholder interviews
Community		No initiatives identified in online search or stakeholder interviews
Motoring associations	RACWA	Provide a “2012 RAC Community Education Resilient Drivers Program” on the Community education section of their website (http://rac.com.au/About-Us/Community/Community-education/For-schools.aspx). The education is provided in-schools and is free for groups of 15 or more students. Each of the three topic areas are broken into different secondary school year levels, and the activity relating to vehicle choice is for Years 10 and 11, titled “Buying a car”. See also Keys2Drive

Australian Capital Territory - Initiatives For Young Drivers And Their Parents Regarding Improved Vehicle Choice		
Government		No initiatives identified in online search or stakeholder interviews
Non-Government		No initiatives identified in online search or stakeholder interviews
Community		No initiatives identified in online search or stakeholder interviews
Motoring associations		See Keys2Drive
Commonwealth Government - Initiatives For Young Drivers And Their Parents Regarding Improved Vehicle Choice		
Government	Infrastructure and Transport	<p>The 'keys2drive' program has been developed by the Australian Automobile Association and its constituent clubs, and the Australian Federal Government has provided \$17 million over five years to develop and implement the program nationally. Each state licensing department provides a postcard-style advertisement of the program to all new Learner drivers (keys2drive National Program Manager, personal communication, July 2012). Keys2drive comprises three main areas of activity; a free driving lesson for Learner drivers, accreditation for driving instructors, and a website to support and guide young drivers and their parents.</p> <p>The driving lesson involves the young driver and their parent and includes the following:</p> <p>"Learner drivers will receive training in the best ways to practice, helping them gain the confidence they need to prepare for safe P plate driving and beyond.</p> <p>Parents/supervisors will come away with tools to help their learner drivers achieve a good foundation for lifelong safe driving."</p> <p>http://www.keys2drive.com.au/lesson/what_to_expect.aspx, accessed July 2012).</p> <p>The driving lesson does not include information on safe vehicle choice however the website includes a section titled "Cars guide" and within this page there is advice for buying a car and vehicle safety. The following information is provided on vehicle body types:</p> <p>"What size car should I get? How many doors and seats should it have?"</p> <p>These should be pretty simple questions to answer. If you don't have loads of people or equipment to cart around, a hatchback will probably do the job, otherwise you'll need to invest in something larger. Hatchbacks are small - with two rows of seats and a small load space at the back – so they're generally cheap to run and easy to park. Three-door hatchbacks are more sporty-looking, but five-door models are easier to load and more comfortable for passengers.</p>

	<p>Sedans – larger cars, with four doors and roomy storage boot – are a good option if you’re going to be regularly carrying multiple passengers.</p> <p>If you want to be able to carry an especially big load, you might consider a “people mover” or SUV, with three rows of seats, five doors and heaps of storage space.</p> <p>Is the car primarily for country or city driving?</p> <p>Those driving mostly in urban areas – with narrow winding streets, small parking spaces and traffic jams – should ideally look for comfortable, compact cars that offer good driver visibility and a tight turning circle.</p> <p>If you do a lot of driving on country highways, reliability should be at the top of your list – you don’t want to be breaking down in the middle of nowhere. Consider also the car’s fuel economy to avoid paying a fortune for petrol on long journeys.</p> <p>Drivers who need to tackle difficult dirt or gravel country roads should probably invest in a sturdy vehicle with off-road capability.”</p> <p>(http://www.keys2drive.com.au/guide/buying_a_car/choosing_the_right_car.aspx, accessed July 2012).</p> <p>The following information is provided on vehicle safety features:</p> <p>“What safety features should I get?</p> <p>Basically, you should get the safest car you can afford. We don’t have to tell you that statistics around road injuries and deaths are shocking – protect yourself as best you can.</p> <p>The Australasian New Car Assessment Program provides a rating system, so it’s easy to find out which cars are the safest.</p> <p>To get a better idea of the various safety features that are available, have a look at our Car Safety Technology glossary.”</p> <p>(http://www.keys2drive.com.au/guide/buying_a_car/choosing_the_right_car.aspx, accessed July 2012).</p> <p>A separate page on “Car Safety” explains the “jargon” by providing definitions for: ABS, active head restraints, airbags, EBD, ESC/ESP, seat belt reminders, seat belt pretensioners, three-point seat belts, and traction control. A “Safety Ratings” page outlines that ANCAP is for new cars and UCSR is for used cars:</p>
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		<p>“Safety in new cars”</p> <p>The most authoritative guide to safety features in new cars is the Australasian New Car Assessment Program (ANCAP). Created through a partnership with the state driving clubs, the Australian Government and the TAC, ANCAP do crash testing for consumers and rate cars accordingly. ANCAP’s ‘Stars on Cars’ program is a 1-5 star comparative rating. Five stars are awarded to the cars that offer the best protection.</p> <ul style="list-style-type: none">• ANCAP safety ratings for consumers <p>Safety in second-hand cars</p> <p>Most automobile clubs (NRMA, RACV, RACQ, RAASA, RACWA, RACT and AANT) provide safety assessments of new cars. Safety in used cars is harder to evaluate, so these ratings are likely to be less reliable than the ANCAP system, but they’ll give you a good guide. The Australian Government also provides a regularly updated rating of safety in used cars.</p> <ul style="list-style-type: none">• Used Car Safety Ratings: 2009 Update (Australian Government)” (http://www.keys2drive.com.au/guide/car_safety/safety_ratings.aspx, accessed July 2012).
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Table 2: International initiatives aimed at promoting increased vehicle fleet turnover

Country	Initiative Description
Canada	<p>Vehicle Efficiency Incentive (“Retire Your Ride”)</p> <ul style="list-style-type: none"> • Trade in vehicle made in or before 1995 for C\$300, a public transit pass, membership to car sharing program, discount on commuter bicycles • Some car companies offer discounts for new car purchases • Some provinces offer a charitable tax receipt • Traded vehicles are recycled in an environmentally friendly way • Was slow to start, and criticism included that C\$300 was not enough • By October 2010, 101000 vehicles had been ‘retired’
Germany	<p>Economic stimulus program (“environmental premium”)</p> <ul style="list-style-type: none"> • Trade in old car of 9 years or older, and get €2500 when buying a new car • Discovered illegal activity where 50000 of the scrapped vehicles had been exported to Africa and Eastern Europe. This occurred because the scrapped vehicles only had to be sent to junkyards, and not destroyed.
Austria	<p>Eco premium</p> <ul style="list-style-type: none"> • €1500 if the car is older than 13 years old and the new car meets the Euro-4 emission criteria
Italy	<p>Scrappage incentives</p> <ul style="list-style-type: none"> • Initial scheme (2007-2008) have €700 plus a tax rebate • New scheme in 2009 meant that new cars had to comply with Euro 4 emissions standard and emit max of 140h/km or 130g/km for diesel cars. Cash back ranges from €1500 to €3500 depending on the emission level of

	new car
Ireland	<ul style="list-style-type: none"> • €1500 for cars 10 years or older for buying vehicles that do not have emissions greater than 140g/km. Reduced in 2010 to €1250
France	<p>Scrappage premium</p> <ul style="list-style-type: none"> • Old car needs to be older than 10 years and the new car would need to meet a particular CO₂ emissions standard, from €1000 for a car less than 160g/km up to €5000 for cars less than 60g/km • Irish customers can that buy a new French car can gain benefits from both the French and Irish governments
Japan	<ul style="list-style-type: none"> • 250 000 yen (US\$2500) to trade vehicles 13 years or older for new or more environmentally friendly cars • Also have a tax incentive on gasoline-electric hybrid vehicles and other low emissions cars and trucks
China	<ul style="list-style-type: none"> • Scrapping program offering rebates to \$450 to \$900 for trading in heaving polluting cars or trucks for new ones
Luxembourg	<ul style="list-style-type: none"> • Car 10 years or older • €1500 if CO₂ less than 150g/km or €2500 if less than 120g/km
The Netherlands	<ul style="list-style-type: none"> • €750 to €1000 from Gov • Amsterdam provides an additional €250 to €1000
Norway	<ul style="list-style-type: none"> • “vehicle scrap deposit tax” for all cars was introduced in 1978 • pay €190 when purchasing a new car, which is refunded when scrapping the vehicle
Portugal	<ul style="list-style-type: none"> • €1000 for a car 10 years or older, €1500 for a car 15 years or older if the car is being recycled • New car has to have emission standard of CO₂ less than 140 g/km
Romania	<ul style="list-style-type: none"> • 3.800 (around €904) if the car was 10 years or older • No emissions restriction for new car • Program established in 2005
Slovakia	<ul style="list-style-type: none"> • €2000 if the car is older than 10 years and the new car is below €25000

Spain	<ul style="list-style-type: none"> • Scrappage scheme where new car has to be less than 120g/km (Category M vehicle), and the old car older than 10 years of more than 250 000km
United Kingdom	<ul style="list-style-type: none"> • Old car (registered before 31 July 1999) for £2000 (£1000 from the government and £1000 from the automobile industry) • Limited to £300million (about 300 000 customers) • Economists question the environmental effectiveness of the program
United States of America	<p>Cash for clunkers</p> <ul style="list-style-type: none"> • Car Allowance Rebate Scheme (CARS) • Initially allocated \$1billion, which was used up well before anticipated, and so an extra \$2billion was approved • Average full efficiency of trade ins was 15.8mpg (miles per gallon), compared to 24.9 for the new cars that replaced them (58% fuel efficiency improvement – however the trend was already to buy cars with better fuel efficiency, not can't attribute all of this to the program) • Eligibility: car less than 25 years old, new car must be purchased or leased for a minimum of 5 years and not be more than \$45 000 and have a fuel economy value of at least 22mpg. • Additional to the rebate, owners get the scrap amount off their old vehicle • Rebate amount between \$3500 and \$4500 depending on the type of car purchased • Old cars had to have their engine disabled (so they could not be resold) • Economic effect: <ul style="list-style-type: none"> ○ Net cost of \$2000 per vehicle traded ○ The program pulled purchases from the future (large short term effect and no long term effect) ○ Hurts low and middle income earners by raising the price of remaining cars in the second hand market • Environmental effects <ul style="list-style-type: none"> ○ Improvement in mpg as stated above ○ Trucks, SUVs and luxury vehicles – ie. not so green cars – were also purchased ○ Environmental costs of making new cars – shipping, electricity used up in production ○ The number of vehicles involved in the program is a small proportion of total vehicles and therefore not

	<p>expected to have an effect on pollution reduction</p> <ul style="list-style-type: none">○ Subsidising fuel efficient cars encourages people to drive more – more effective to raise carbon tax● New cars purchased are safer than the trade in vehicles
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2.4. KEY OUTCOMES FROM THE REVIEW OF INITIATIVES

The major activities in this space were implemented through Government departments (both state-based and national), primarily providing information on their websites and links to sites providing additional information. There were no community or non-Government initiatives identified in any Australian jurisdiction. Furthermore, there have been no evaluations of the government and motoring association initiatives which therefore limits the extent to which conclusions about likely effectiveness can be drawn. The only exception to this is Keys2Drive which has been evaluated but vehicle safety forms only a very minor part of the program.

Based on experience gained collecting the summary information, the project team have made a number of observations regarding the quality of the initiatives.

2.4.1. Style of initiatives

The medium and format of the initiatives that is most commonly used is the internet via information pages and fact sheets. It is not clear whether the initiatives have been market tested on young drivers and their parents for aspects such as awareness, accessibility, comprehension and influence. Given that the initiatives have not been evaluated it is anticipated that market testing would be rare. Certainly, no information on market testing was available. If it is assumed that the majority of initiatives have not been market tested then there is a critical assumption inherent in the initiatives that the internet is the optimum place to provide this information and that the way to convey the information is via text-dense web pages. It is clear from the review that some market research is required to investigate these issues.

2.4.2. Common messages across initiatives

One of the most common messages is that the young driver is looking to purchase a “set of wheels” so that they have their own “freedom” and therefore don’t need to bother their parents anymore to borrow the family car. There are several key considerations in sending this message of the first car being a source of “freedom” and a solution to problem of “bothering mum and dad”:

1. It sends a message that once a young driver purchases their first vehicle it is their freedom and they can therefore do what they like in exploring this freedom;
2. It feeds the pop culture stereotype regarding young drivers and their first car (i.e. adolescent risk taking), and when the young driver purchases their first vehicle their first few drives in particular may result in poor driving behaviour (e.g. a greater propensity to exploit one’s freedom by driving dangerously);
3. Conversely, the notion of a young driver keenly anticipating the purchase of their first vehicle is a gross assumption and if it is an incorrect assumption (e.g. the young driver is not particularly interested in/excited about purchasing their first vehicle) the young driver may be much less receptive to the messages provided;
4. The message is not central to the topic of safe vehicles for young drivers, and as such it takes up valuable time spent scanning/reading the website; and
5. As the first car is promoted to the young driver as a solution to bothering their parents, the message may promote a decrease in parental involvement once the young driver has purchased their first vehicle. This message might be considered to be at odds with the overall recommendation among road safety experts regarding

young drivers that parental involvement should be encouraged as much as possible (Whelan & Oxley, 2007).

Many of the websites, with the exception of The First Car List, lack suggestions for safe vehicles, and particularly addressing vehicles for young drivers. The effectiveness of only providing a list of safety features may be argued to be quite limited, particularly as there will be some users with practically no pre-existing vehicle knowledge and a list of safety features may seem overwhelming. A combination of suggested make/models as well as minimum vehicle safety features should be the goal for initiatives.

A further issue is that the primary vehicle safety information mentioned in all instances is the ANCAP program, which applies only to new cars and cannot be compared over time due to changes in the testing and rating protocols. References to the Used Car Safety Ratings (UCSR), which are arguably much more relevant to the novice driver, are always secondary.

2.4.3. Capturing the target audience

A key criticism of many of the initiatives is that they rely on the initiative of young drivers and their parents to access the website and therefore the associated effectiveness in reaching the target group is likely to be quite limited. However, there is one initiative that stands out in this area; the Keys2Drive program. Although vehicle safety is not considered the principle aim of this initiative, and the vehicle for presenting the vehicle safety information is the program's website which therefore suffers the same issues as other initiatives, the fundamentals of the program are very strong because:

1. The Keys2Drive initiative is national with a comprehensive reach (i.e. all new Learner drivers in Australia receive information about the program via a postcard-style advertisement). This therefore provides an excellent opportunity to send a uniform message to practically all young drivers (and parents) throughout Australia;
2. The initiative includes the co-ordinated involvement of several key stakeholders (i.e. each AAA state/territory motoring association and each State/Territory licensing department, in addition to the Federal Government) and it is these key stakeholders that are currently the most likely to provide information in this area anyhow. Therefore, it provides each of the key stakeholders that are most active in this area with a common initiative to channel their efforts - as opposed to the mismatch whereby stakeholders are involved in the Keys2Drive program and sometimes also provide vehicle safety information for young drivers on their organisation's website;
3. The target group for the program is Learner drivers, as opposed to P-plate drivers, and the Learner phase is estimated to be the optimum timing within the GDLS to expose young drivers to vehicle safety information (Scully & Newstead, 2011) – however future research is recommended in Chapter 4 to investigate this issue; and
4. A requirement of the free driving lesson provided to Learner drivers is that the Learner's parent must accompany the Learner to the lesson. This provides an excellent opportunity to target both the Learner driver and their parent concurrently regarding the transition from Ls to Ps by:

- a. Highlighting how important it is that a newly licensed P-plate driver's vehicle provides optimum secondary safety, thus providing sufficient time to consider vehicle choice whilst during the Learner phase;
- b. Identifying appropriate first vehicle choices (e.g. using The First Car List);
and
- c. Suggesting that when the Learner progresses to Ps that they borrow the family vehicle and/or delay purchase of first vehicle for as long as practicable, particularly if the available budget for vehicle purchase is less than a pre determined value

3. CONCEPTUAL FRAMEWORK AND STAKEHOLDER INTERVIEWS

The second component of the study comprised the development of a conceptual framework and interviews with stakeholders with the overall aims to:

- Understand the key stakeholders, their primary roles in providing advice and guidance to parents and young drivers, and the interactions between groups;
- Identification of current schemes and initiatives;
- Identification of planned future initiatives; and
- Identification of enhancements to existing and planned initiatives.

3.1. OVERVIEW OF CONCEPTUAL FRAMEWORK AND STAKEHOLDER INTERVIEWS

A conceptual framework was developed in consultation with stakeholder groups. The framework was developed broadly from the findings of the literature review and refined during discussions with stakeholders.

Two sessions of stakeholder interviews were conducted, both in groups of approximately 8-10 representatives:

- The first meeting was held in Melbourne with representatives from the following organisations
 - Victoria: **VicRoads, Transport Accident Commission, RACV;**
 - NSW: **IAG;** and
- The second meeting was held in Perth with representatives from the following Western Australian organisations: **Office of Road Safety, RACWA, Department of Main Roads, Department of Transport (WA), and Motor Traders Association (WA).**

The structure of the interviews and discussion was divided into two sections:

1. **Current situation and stakeholder interaction:** A discussion of the current situation with regard to increasing the use and purchase of safe vehicles for young drivers. This was achieved by asking each representative to provide to the group an outline of their current activities in this area, their interaction with other stakeholders on the conceptual map including suggestions for improving any lines depicting stakeholder interactions, and their current key points of contact with young drivers and their parents; and,
2. **Strengths and limitations of current situation:** A discussion of how/where/by whom improvements to the current situation could be made. This was achieved by discussing initiatives in the following categories:
 - a. Preferred incentives
 - b. Regulation and legislation

- c. Actions by business
- d. Actions by key industry and road safety organisations.

3.2. OUTCOMES OF STAKEHOLDER INTERVIEWS

3.2.1. Discussion of current situation and stakeholder interaction

A key outcome was that stakeholders active in the area of developing initiatives to increase the purchase and use of safer cars by young drivers were Government and motoring associations. There was no action on the part of vehicle manufactures, and very little action on the part of insurance companies. The information provided in the outline from each representative regarding current initiatives was combined with the information obtained in the online literature search. This information was used to develop the outline of initiatives listed in Table 1. The conceptual map was updated post-meeting based on the information provided on the interactions with key stakeholders and key points of contact with young drivers. The conceptual framework is shown in Figure 2.

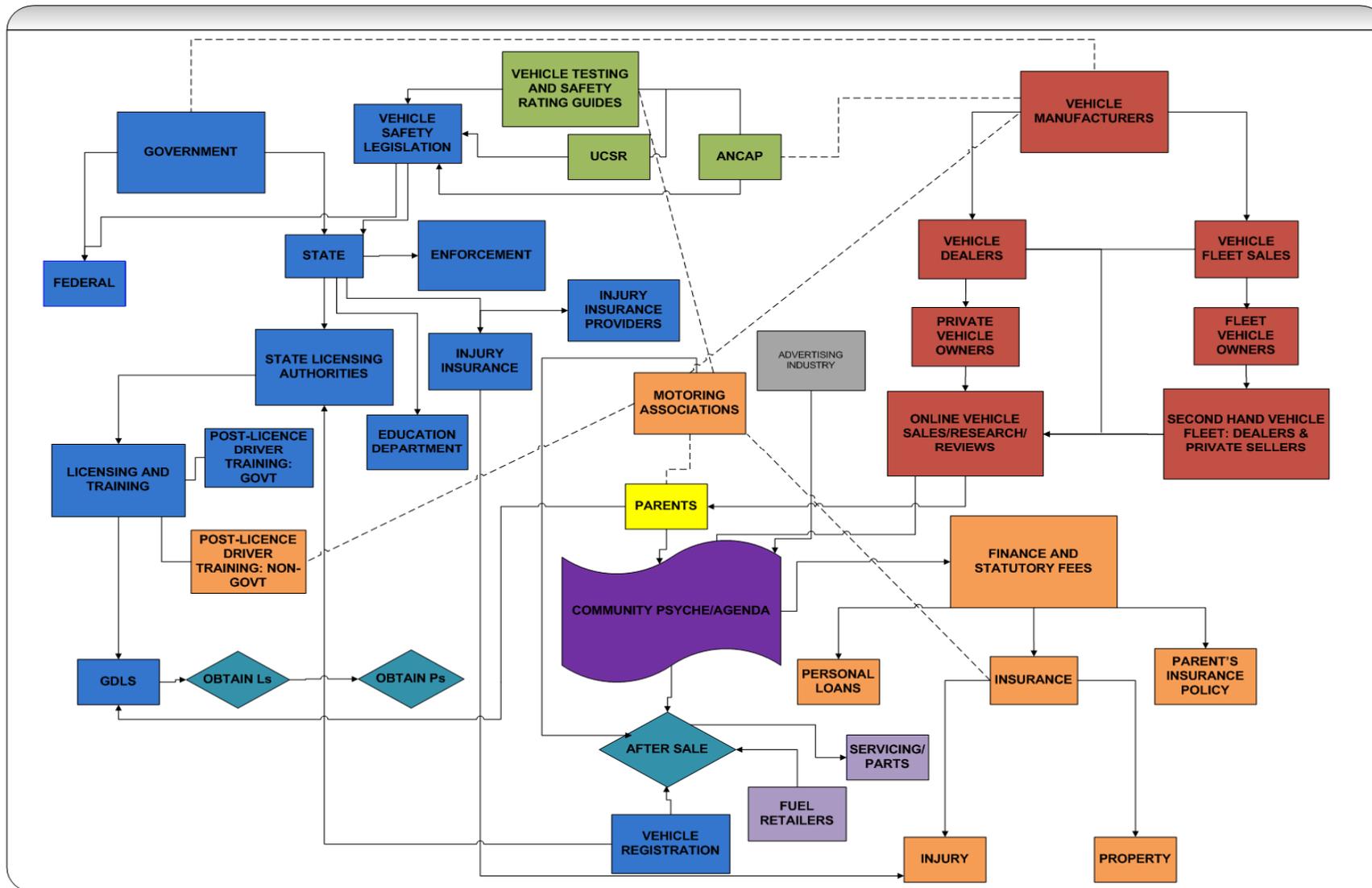


Figure 2: Conceptual framework of key stakeholders and interactions regarding safe vehicles for young drivers

3.2.2. Discussion of strengths and limitations of the current situation

The following key points arose from the discussion of the strengths and limitations of the current situation:

- The merits of providing incentives were discussed and it was generally agreed that the size of the incentive is the issue, in that it needs to be quite large to change buying behaviour and this usually means that the incentive either cannot change behaviour, or is so large that it is unsustainable from a business/profit perspective. Incentives such as the “cash for clunkers” were mentioned, and despite the wide-ranging initiatives implemented overseas the stakeholders considered these incentives to have limited potential. It was noted that these programs are largely implemented as economic stimulus programs and not for improving fleet safety as a primary or even stated objective;
- Regulation and legislation of young drivers was considered problematic (including current high power restrictions) as there is a need to balance safety with access. It was agreed that the limited opportunities in the regulation/legislation arena highlights the need for affordable safe vehicle stocks coming through the market;
- It was agreed that fleet managers need to be made conscious of their role in supplying the stock of new vehicles for the next generation of young drivers, and that fleet policies need to recognise this role;
- It was agreed that targeting initiatives at the vehicle dealership network will not work because of the commercial imperative to sell whatever stock is held and the problem of high turnover of sales staff means that educating sales staff is pointless.
- Ways to involve the property damage insurance industry need to be investigated as this was considered to be a major barrier;
- The representatives were unanimous in their opinion that parents are pivotal in the process of increasing the purchases and usage of safer cars for young drivers. That is, initiatives need to involve parents because they play a critical role in influencing vehicle choice, timing of vehicle purchase, and the available budget for vehicle;
- It was noted that for young drivers who have grown up with culture of motoring or who display a particular fascination for cars are likely to have decided on a vehicle make/model several years before obtaining licence and will have specific tastes and preferences with regard to vehicle choice. It was suggested that the associated peer pressure and development of attitudes and behaviour regarding vehicles and motoring – for example from older siblings, friends or relatives – is not acknowledged in the current initiatives. Furthermore, the role that vehicle advertising plays was considered an issue (e.g. promoting speed and other negative driving behaviours) particularly as it was noted that the code of conduct for vehicle advertising is voluntary;
- In terms of the content of information provided to young drivers purchase price and running costs were identified as key issues and need to be balanced against the safety argument – this content needs to be attached to safety information to form a cohesive package of information. For example, The First Car List suggests vehicles

on the basis of safety and purchase price but it does not include indicative vehicle running costs;

- It was agreed that the key ingredients in improving initiatives are to ensure that the messages are simple, few in number, and often repeated to a well-targeted audience;
- Because the messages regarding vehicle safety need to reach all young drivers and at an early age (well before they are ready to obtain their P-plate licence) a reform of in-school curriculum in the area of road safety was suggested and such reform should include/modify the (current) vehicle safety content;
- As a very large proportion of all second hand vehicles in Australia are sold through carsales.com.au, it was noted that this website is key target area; and,
- It was suggested that overall there is more of a focus on ANCAP rather than UCSR, and this is problematic because UCSR is more relevant to young drivers than ANCAP as young drivers rarely buy new vehicles.

4. DISCUSSION AND RECOMMENDATIONS

This chapter summarises the key findings of all study components including the literature review and key stakeholder interviews in order to establish the foundation for the publicity plan, which is the primary focus of the chapter. Finally, recommendations arising from the study components and publicity plan are discussed and summarised at the end of the chapter and categorised by three levels of priority (i.e. high, medium, and low) and stakeholder group.

4.1. OUTCOMES OF LITERATURE REVIEW AND STAKEHOLDER INTERVIEWS

The key findings and outcomes from the review of the literature and interviews with key stakeholders are described below. The most consistent findings were that:

- Very few initiatives have been developed to address the issue;
- None of the initiatives have been evaluated;
- A sporadic approach to addressing the issue exists nation-wide;
- Some jurisdictions are yet to incorporate a strategy to address the issue;
- There was a lack of co-ordination of initiatives and activities;
- There was strong support for elevating the issue within young driver policy development and promoting the issue on a national-level;
- Government and Motoring Associations are the most active stakeholders, other stakeholders that should become more active either directly or in partnership with key stakeholders are insurance and finance agencies, vehicle manufacturers and dealerships and media and advertising agencies;
- Vehicle dealerships and manufacturers are considered difficult stakeholders to direct activity on addressing the issue;
- Initiatives should be directed toward two target audiences concurrently, young drivers and their parents; and
- There was strong support for improving key messages, communication methods, and interactions between stakeholder-based initiatives.

In considering the development of new initiatives to address the issue the following existing initiatives were considered to be particularly important (and their roles are discussed in the publicity strategy):

- Vehicle safety ratings – i.e. ANCAP and UCSR;
- The howsafeisyourcar.com.au website;
- The Keys2Drive program; and
- The carsales.com.au website.

In relation to the content of initiatives the key findings were that:

- Initiatives could be significantly improved by making key messages simple, few in number, and often repeated to a well-targeted audience;
- That the target audience will not be able to make an informed decision on vehicle choice based on a list of important vehicle safety features alone, rather, suggestions

for young-driver-specific vehicle makes/models should be the central focus of the initiatives;

- Three pieces of information could accompany the vehicle makes/models suggestions: vehicle safety ratings, purchase price range estimate, and average running costs per year;
- Strong support for developing key messages on the basis that most young drivers will be in the market for a used vehicle, and therefore it was considered appropriate to lessen focus on ANCAP, which currently dominates key messages to young drivers, and significantly increase focus on UCSR; and
- The development of the key messages is likely to be based on scientific research which includes some inherently complex concepts (e.g. vehicle performance in real-world crashes) and therefore will require input from experts in vehicle safety and market research, and market research testing on young drivers and parents.

Some considerations and issues arose regarding the timing of initiatives and buyer decision-making:

- Whilst the timing of current initiatives is focussed on when young drivers are about to purchase a vehicle there is no evidence to suggest that this is the optimum timing, particularly in relation to influencing their vehicle purchase into safer vehicles;
- It was considered that the messages regarding vehicle safety need to reach all young drivers (and their parents) and at an early age. Therefore a reform of in-school curriculum in the area of road safety was suggested and such reform should include/modify the (current) vehicle safety content; and
- There is a need to conduct further research on the decision-making and attitudes towards vehicle safety by parents and young drivers as they prepare to purchase the young driver's first vehicle, and such research is considered to be a priority action in addressing the young driver safe vehicle issue. The research would aim to bridge the gap in our understanding of when to target information to young drivers and their parents within the GDLS, and, whether early intervention measures in early secondary school are necessary to influencing buyer's decision making in the L- and P-plate phases (and if found to be necessary, to understand how effective early intervention programs can be developed).

4.2. PUBLICITY PLAN INTRODUCTION

A significant amount of work in the areas of scientific research and publicity and marketing will be required to effectively address the issue of increasing the purchases of safe cars for young drivers. Within the context of communication and publicity the most important findings as listed in Section 4.1 are the i) sporadic approach to addressing the issue, ii) lack of initiatives, and iii) the need to develop key messages. It was also clear from the literature review and key stakeholder interviews that Government are the most active stakeholders in this area. Government play a key role in the resulting publicity strategy as they have the ability to identify, promote, legislate and measure the key changes required to keep people safe on our roads. In key stakeholder discussions Government representatives were unanimous in their support to elevate the issue in young driver safety

strategies and they agreed that a national focus was the best framework for the publicity strategy.

We therefore recommend building a National Framework at the Federal Government level that is consistent, facilitated, coordinated, and well supported. In focusing on addressing the issue of increasing the purchases and usage of safe cars for young drivers the key features of the National Framework should be as follows:

- Direct involvement from a vehicle safety group at the Federal Government level such as the Strategic Vehicle Safety Environment Group, NRSC, National Transport Commission (NTC), or other group with full jurisdictional representation at the highest level;
- An Internal Communication Campaign that delivers well-formulated policy messages to Government, and to a lesser extent delivered to other key stakeholders identified in Figure 2 (as discussed in Sections 4.3.1 and 4.3.2);
- An External Communication Campaign that delivers well-formulated key messages to the target audience, which are based on market testing and input from key vehicle safety experts (as discussed in Sections 4.3.1 and 4.3.2); and,
- Consideration of reform to vehicle fleet purchase policy and change in legislation for licensing young drivers (as discussed in Sections 4.3.4 and 0 respectively).

The publicity plan for this National Framework is discussed below, commencing with the proposed strategy for Government (Section 4.3), followed by the proposed strategy for other stakeholders (Section 4.4).

4.3. PROPOSED NATIONAL FRAMEWORK FOR GOVERNMENT AGENCIES

The communications focus of the National Framework for Government includes five main tasks:

- That it promotes the key messages of safer cars for young drivers across all touchpoints;
- That it facilitates the role of integration and coordination across all jurisdictions, including key messaging, specific programs and ongoing internal communications;
- That it maintains and increases funding towards initiatives that are proven and will promote safe cars for young drivers;
- That it ensures high standards of vehicle fleet purchasing policies; and
- That it consider the introduction of legislation to address the issue.

4.3.1. Promotion of key messages

The key to resolving the lack of strong key messages to parents and young drivers on the benefits of driving safer vehicles is to develop a strong National Framework that includes internal and external communication strategies that seek to promote the key messages of safer cars for young drivers, and ensures the information is present and consistently articulated across all touchpoints where young drivers or their parents interact with Government.

In the case of promoting safer cars for young drivers, Government encompasses some key channels and touchpoints that provide key opportunities for consistent messaging. These channels and touchpoints include:

- Whole of Government education and promotion on the messaging of safer cars for young drivers. A series of short prescriptive messages need to be developed as the central focus of the communications campaign. These key messages need to be repeated and disseminated to all jurisdictions and used consistently across all government platforms;
- An increase of focus on safer cars for young drivers in the National Road Safety Strategy. The same key messages and outline should be developed for all jurisdictions to adopt in their Road Safety Strategies. So, too, should lead agencies be nominated with role specification outlined, ensuring clarity for industry as to who leads what component;
- Government should ensure that driver licensing handbooks across all jurisdictions should reflect the elevated focus on safer cars for young drivers, with one common call to action or holding place of current data (see Section 4.3.2) to which consumers should be referred. Current driver handbooks are very inconsistent in terms of how the information is managed (if at all) and importantly there is much scope for improvement in content - indeed many of the findings in relation to the content of initiatives in Section 4.1 refer to information provided to L- and P-plate drivers on vehicle safety via licensing handbooks; and
- The important role Government plays with ‘significant others’ such as motoring associations – they, too, require the latest information on the issue and should be using the same key messages for dissemination to their audiences, the general public.

4.3.2. Facilitating integration and co-ordination

From a communications perspective, the launch of a National Framework that outlines safe vehicles for young drivers would contain a range of important communication or publicity components. There is the need for an overarching message delivered consistently, and supported by a range of publicity tactics and actions. The key features proposed for the National Framework are as follows:

- A purpose built web site for the key stakeholders to direct the key target audience to. The key features of the website are as follows:
 - It is a central repository for vehicle safety information specifically tailored for young drivers and their parents;
 - As a central repository it is important for young drivers and their parents to be able to access information on both new and used vehicles and therefore both UCSR and ANCAP ratings should be included;
 - It would include functionality for advanced search features so that safe vehicle choices for young drivers could be identified and the vehicle information would include the vehicle’s safety rating, estimated purchase price, and average running costs. This list of vehicles should be largely

based on the information in The First Car List. Potentially a comparison function could be implemented allowing users to compare vehicles not only by safety rating but purchase price and average running costs;

- Website development would include close consultation with the TAC as they are the owners of a site that lists both UCSR and ANCAP ratings - howsafeisyourcar.com.au. Because this ‘one stop shop’ site for vehicle safety information already exists, it is recommended that howsafeisyourcar.com.au offers an excellent platform on which to base the young driver vehicle safety website. The key difference would be that the young driver site would be built for a national audience and tailored specifically for young drivers and their parents, as opposed to howsafeisyourcar.com.au which is a Victorian initiative for all road user groups. It is clear that Government would need to collaborate with the TAC to take the site to national scale and manage any intellectual property issues, but we do not consider these aspects to be insurmountable; and
- Replace messages contained in existing materials/initiatives for young driver vehicle choice, for example materials as described in Table 1.
- A set of accompanying key messages on what the National Framework campaign key messages are, how they should be used by various Government agencies in literature and collateral, and what the key action points are by target audience. These key messages should also be developed for various agencies to:
 - ‘Cut and paste’ and insert into their existing driver handbooks;
 - Promote on the Keys2Drive postcard that is provided to all new Learner drivers at state licensing authorities; and
 - Use in training of their customers service personnel.
- Specific training strategy that delivers purpose built training to industry on the program, the ‘products’ and capability of the site;
- Marketing collateral that explains the National Framework, the facts and evidence behind safe vehicles for young drivers accompanied with a tailored letter/email by Government agency. It is likely that the collateral would have twin focus of explaining the campaign and also driving people to the site for more information, so the full suite of marketing collateral would require development (e.g. magnets, pens, reminder cards, brochures, interactive mobile device App);
- A Help Line for industry to call to discuss implications or attain marketing collateral, and, for website users to discuss and raise issues with content (which would provide valuable feedback loop on user’s acceptance and understanding of the information);
- An internal marketing campaign as detailed in Section 4.3.1;
- Development includes the consideration of a short-term incentive of some form to encourage usage of the website. For example, incentives in the form of cash back to any young driver who buys a car off The First Car List;
- A key element of gaining long-term traction with the motor industry in particular is to highlight that their customers really want the information Government is providing. This is a key learning of ANCAP – the motor industry was unlikely to

have taken an interest in it if it was not for the drive by customers and media. In order to replicate this demand, we recommend mainstream mass media advertising of the framework to increase the pressure on the channels to market. Mass media advertising could include traditional media (TV, print, magazines, outdoor etc) as well as more targeted advertising such as banner advertising on carsales.com.au given the extremely high traffic to that site;

- The development of a set of National Framework Ambassadors or ‘champions’ who are key individuals in the motor and road safety industries who are prepared to be spokespeople and actively promote key messages. These ambassadors would be trained in key messages, be representative of the entire industry, be across the whole nation, and preferably be highly respected in their individual endeavours. Their participation could be recognised by formally including their contribution into their position description;
- A Social media strategy that focuses on timely delivery of information to parents and young drivers. The options are extremely extensive, but could include everything from building a ‘community’ of like minded individuals who want to take a stand on safe vehicles – to targeted communications of outbound messages linked to the road toll in each state and rating vehicles involved in real time capacity. (We understand the sensitivity of such a focus and would not necessarily recommend a concept such as this – it is merely to demonstrate what is possible with social media today); and
- All of the above elements gain greater traction when they are packaged together as part of a holistic campaign rather than delivered in piecemeal elements. Therefore we recommend these elements are developed together and ‘launched’ appropriately via an event of some sort with representation by core sector participants and ambassadors.

4.3.3. Maintain and increase funding of existing initiatives

The third opportunity for Government agencies is maintaining and, where relevant, increasing the funding and focus of existing initiatives. The Keys2Drive program provides an excellent model to address the issue of safe vehicles for young drivers because, as discussed in Section 2.4.3, it operates at a national level, has timely information, and most importantly has access to the target audience of young drivers and their parents at the critical juncture of the licensing process and when they are most likely to be considering purchasing their first vehicle.

Currently the area of safe vehicles for young drivers is not included in the Keys2Drive curriculum. On initial exploration with the program manager of the Keys2Drive program, there was strong interest in discussing revisions to the curriculum to include safe vehicle information. One option is to expand the curriculum by including a session whereby the Keys2Drive instructor presents vehicle safety information to young drivers and their parents via the website discussed in the National Framework. The website could also be promoted by include a link to the site on the postcards that each new Learner driver receives from their licensing authority when obtaining their Learner permit.

4.3.4. Vehicle fleet purchasing policies and vehicle scrappage programs

A substantial proportion of new vehicles purchased in Australia are for private sector and Government fleet use. Generally within a few years these vehicles are sold to private buyers and they often transition to young drivers after approximately 10 years. Government should take the lead in vehicle fleet policy reform and therefore the vehicles available to young drivers in future generations will be much safer.

The National Road Safety Strategy (Australian Transport Council, 2011) outlines several actions regarding fleet purchase policies. In particular the strategy argues that the adoption of a nationally-agreed best-practice policy for fleet purchase should be facilitated through development of “nationally-agreed fleet purchasing policies with practical, evidence-based safety criteria that drive an increase in the safety features required for vehicle purchases” and “require all government fleets to implement nationally-agreed fleet purchasing policies and encourage adoption by other fleet operators”.

The development of a nationally-agreed best-practice policy for fleet purchase is encouraged. It is recommended that this policy acknowledge the transition of vehicles entering the fleet via private/Government sector and filtering down to young drivers in future generations. Government should also fund further research to investigate the most appropriate initiatives to influence fleet managers from commercial organisations to improve their fleet purchase policy.

The use of scrappage programs as an incentive to increase vehicle fleet turnover, encourage safer vehicle choice and environmentally friendly vehicles is an area that has received much attention outside of Australia (see Table 2). Up until a few years ago there was little consideration for similar schemes in Australia. However in the lead up to the 2010 Federal Election the Federal Government announced their proposal for a vehicle scrappage scheme. The “Cleaner Car Rebate” scheme proposed to offer \$2000 for motorists to trade-in vehicles manufactured pre-1995 (for wrecking) and purchase a new vehicle with a CO₂ emissions rating of 220g/km or less. The scheme was to be implemented in 2010 but was delayed pending resolution of outstanding issues until July 2011, and in early 2011 the scheme was abandoned (Australian Labour Party, 2012). Like many other similar programs this program was intended to act as economic stimulus and no consideration of fleet safety was made.

It is recommended that further investigation be undertaken of the feasibility of scrappage programs within Australia which consider not only the economic and environmental benefits but also the safety benefits of any proposed program. Consideration of safety effects combined with economic and environmental benefits might produce benefits beyond those previously estimated hence making the programs more viable.

4.3.5. Legislation

It is recommended that State Governments consider the inclusion of vehicle safety legislation as a component of GDLS. For example, enacting a minimum vehicle standard for novice drivers so that they could only drive a vehicle from a list of approved vehicles, similar to the concept of the Learner Approved Motorcycle (LAM) scheme which exists in some state’s motorcycle GLS. Critical considerations would be access, equity and available stocks of approved vehicles. For those states with a high-powered vehicle restriction it is recommended that the vehicle safety legislation be included via reformed high-powered vehicle restriction. Whilst barriers related to equity and available stocks of approved vehicles may prevent the implementation of vehicle safety legislation in relation

to novice drivers this recommendation should be considered in light of the road trauma reductions modelled by the Whelan et al., (2009) study.

4.3.6. Summary of National Framework for Government

The National Framework for Government is summarised below in Figure 3.

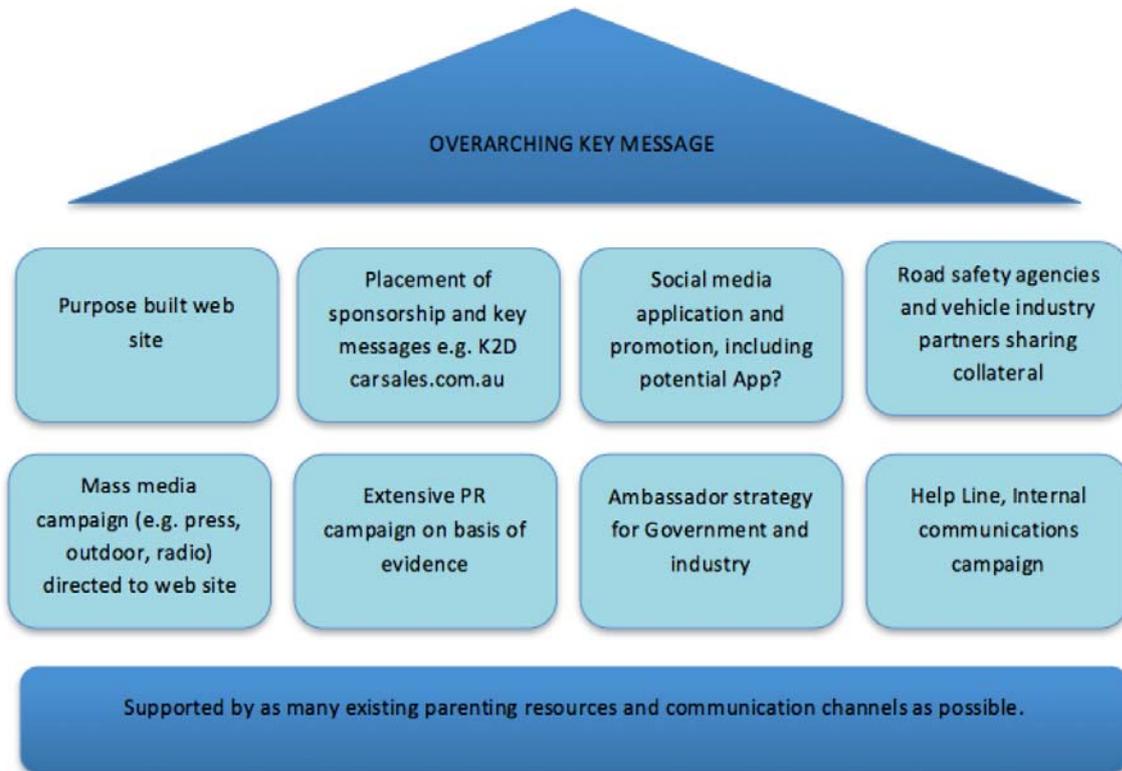


Figure 3: National Framework summary

4.4. PROPOSED NATIONAL FRAMEWORK FOR OTHER STAKEHOLDERS

The other stakeholders in this area are motoring associations, insurance and finance agencies, and vehicle manufacturers and dealerships. In comparison with Government, these stakeholders are not considered to play a pivotal role in enhancing the purchase and use of safer vehicles amongst young drivers. Notwithstanding, they have a role to play and this is largely to work with Government in adopting the Government-led National Framework.

4.4.1. Motoring Associations

A number of areas of activity and investment are recommended for motoring associations based on the National Framework. Many motoring associations have initiatives to address the issue and they already work closely with Government. This is encouraging because the motoring associations play a key role in adopting the Government-led National Framework. The key tasks would be to:

- Engage national motoring associations such as AAA to adopt the external and internal communication campaigns from the National Framework and disseminate this to state-based motoring associations (e.g. RACV, NRMA);

- Replace existing messages on vehicle safety for young drivers (see Table 1) with messages from National Framework;
- Work with Government to use internal and external communication campaigns from the National Framework to enhance the Keys2Drive program (see also Section 4.3.3);
- Participate in industry training, and the National Framework Ambassador program;
- Adopt Government’s reformed vehicle fleet purchase policy;
- Identify touchpoints unique to motoring associations where promotion and use of the National Framework could occur – e.g. the free2go youth membership program for AAA motoring association; and,
- Work with Government to discuss corporate branding so that motoring associations receive brand recognition for being a key advocate of the Government-led National Framework.

4.4.2. Insurance and finance agencies:

The key recommendations for insurance and finance agencies are to:

- Adopt the National Framework in promoting the website, participating in industry training and Ambassador program;
- Replace existing messages on vehicle safety for young drivers (see Table 1) with messages from National Framework;
- Work with Government in expanding the National Framework by identifying how insurance policies or financial loans can be tailored to the needs of young drivers so that they are encouraged or incentivised to purchase recommended vehicles, and, they also meet the commercial interests of each organisation. For example, generous discounts for young driver’s insurance premiums and personal loans that also enhance long-term loyalties;
- Consider reforming insurance policies so that families with P-plate drivers can delay vehicle ownership by being included on their parent’s policies;
- Consider reforming insurance policies so that parents are encouraged to upgrade their vehicle and transfer ownership of the original family vehicle to their newly licensed son/daughter;
- Investigate other ways that property damage insurance can be involved in encouraging young drivers to purchase and use safe vehicles; and,
- Work with Government to discuss corporate branding so that insurance and finance agencies receive brand recognition for involvement in the Government-led National Framework.

4.4.3. Vehicle manufacturers and dealerships

A key finding of the study was the difficulty in influencing vehicle manufacturers and dealerships to address the issue. It is possible that this stakeholder group may be able to adopt some aspects of the National Framework, but their commercial interests in making and selling vehicles to consumers may conflict with the safety issue upon which the National Framework is based. Therefore the activities of the National Framework are not

likely to be a high priority for this stakeholder. Nonetheless, there are several recommendations based on the National Framework for vehicle manufacturers and dealerships, and within this stakeholder group, carsales.com Ltd should be a priority target group because their website (carsales.com.au) accounts for the highest proportion of used vehicles sold via online classifieds. The key tasks in the area of vehicle manufacturers and dealerships are to:

- Engage Government and carsales.com Ltd in investigating:
 - Strategies that involve carsales.com Ltd in the promotion of the National Framework, in particular how recommended young driver vehicles could be flagged on the carsales.com.au website (e.g. by flagging recommended vehicles in the search results, or, having a search function allowing website users to search specifically for recommended young driver vehicles); and
 - The potential for Government to provide incentives for carsales.com Ltd to promote the buying/selling of young driver approved vehicles. These incentives could be also passed on to those who buy/sell an approved young driver vehicle through the carsales.com.au website.
- Investigate the feasibility of a premium used car dealer that specialises in stocks of recommended vehicles for young drivers (e.g. from The First Car list) and ways to promote this market niche to the public (e.g. parents may seek out such dealerships), and if deemed a feasible business opportunity then include the promotion of such dealerships into the National Framework;
- Participate in the National Framework industry training and Ambassador program, particularly representatives from State Automobile Associations (e.g. Victoria's VACC); and,
- Work with Government to discuss corporate branding so that vehicle manufacturers and dealerships (in particular carsales.com Ltd) receive brand recognition for involvement in the Government-led National Framework.

4.5. CONCLUSIONS

Addressing the issue of increasing the purchases and usage of safe cars for young drivers is a relatively new area of research, but the potential for achieving major road trauma reductions among young drivers through safe vehicle choice are significant, therefore this issue is worth pursuing. To date, the main barrier to addressing the issue is that the area has not received much attention by key stakeholders, and as a result there is a substantial amount of work to be done in elevating the issue to the highest level of Government and developing appropriate countermeasures. By including passing acknowledgement of the issue in the National Road Safety Strategy (Australian Transport Council, 2011) the Federal Government have demonstrated that they are aware of the issue. In elevating the issue within Government it is suggested that the key recommendations from this report be included in the National Road Safety Strategy documents.

Based on the findings from this study the key recommendation is to develop a National Framework at the Federal Government level that is consistent, facilitated, coordinated, and well supported in addressing the issue of safe vehicles for young drivers. The

recommendations for the National Framework are summarised in the table below, based on discussion in sections 4.3 and 4.4, and are categorised by three levels of priority (high, medium, and low) and by stakeholder group.

STAKEHOLDER	PRIORITY	NATIONAL FRAMEWORK ACTION
Government	High	<ul style="list-style-type: none"> ▪ Fund research to: <ul style="list-style-type: none"> ○ Establish the key target audience’s attitudes to vehicle safety and understand their willingness to purchase alternate safe vehicles ○ Establish the optimum timing to deliver vehicle choice messages within the GDLS, and investigate the feasibility and effectiveness of in-school education in the early secondary school years on influencing buyer decision-making in years to come when vehicle purchase is immanent ▪ Develop key messages for internal and external communication campaigns and in doing so replace any messages from exiting initiatives with the key messages; ▪ Develop national website based on howsafeisyourcar.com.au tailored for key target audience; ▪ Incorporate key messages and links to website in all driver licensing handbooks across all jurisdictions to carry consistent information; ▪ Include key messages and demonstration of website in Keys2Drive curriculum, and include promotion of National Framework via Keys2Drive postcard; ▪ Acknowledge the National Framework in future National Road Safety Strategy, and in the short-term translate recommendations into state-based action plans; ▪ Formulate and deliver a mass market campaign to industry and consumers based on key messages of the National Framework (see Figure 3) in order to address the issue of safe vehicles for young drivers. The key objectives of the campaign are to raise awareness of the importance of safe vehicle choices in both industry and the key target audience and to make sure the resources available to assist with safe vehicle choices are well known by these groups; and, ▪ Reform vehicle fleet purchase policies through implementation of a national fleet policy as recommended in the Road Safety Strategy (see Section 4.3.4). The national fleet policy should acknowledge the role fleets have in providing stocks of suitable safe vehicles for young drivers in the future.
	Medium	<ul style="list-style-type: none"> ▪ National Framework Ambassador program; ▪ Investigate change in GDLS legislation, in particular

		<p>enacting a minimum vehicle standard for novice drivers so that they could only drive a vehicle from a list of approved vehicles;</p> <ul style="list-style-type: none"> ▪ Investigate incentives for purchase of recommended young driver vehicles; and, ▪ Investigate incentives via scrappage programs.
	Low	<ul style="list-style-type: none"> ▪ Social media strategy; and, ▪ Help line.
Other stakeholders (All):	High	<ul style="list-style-type: none"> ▪ Motoring Associations, insurance and finance agencies and vehicle manufacturers should work with Government to identify ways to adopt National Framework. Dealerships, media and advertising (in particular, carsales.com Ltd) should also be encouraged or contracted to become involved in partnership with the key agencies; ▪ Replace existing messages on vehicle safety for young drivers (see Table 1) with messages from National Framework; and, ▪ Work with Government to identify brand recognition opportunities for involvement in National Framework.
	Medium	<ul style="list-style-type: none"> ▪ Identify incentive opportunities; and, ▪ Participate in National Framework Ambassador program.
	Low	<ul style="list-style-type: none"> ▪ (Vehicle dealerships) investigate feasibility of premium used car dealerships.

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