

Holden Driving Towards A Future 2009!

Presentation to TRAFINZ
Conference 2008!

By Billy TK jnr Limited.

Introduction.

- Acknowledgments – **SASTA**.
- Who is Billy TK jnr Limited – Billy Te Kahika and Blair Gawler.
- **Driving Towards A Future** – High school road safety campaign and young driver workshops.
- PRACTICE Young Driver workshops.
- ARTA – Andrew Bell.
- Pilot in West Auckland and then greater Auckland Region.
- 40 schools from late 2006 – early 2007.
- High evaluations from schools and education staff.
- Cook Islands expedition.
- Over 125 events to date.

Campaign Content.

- General Assembly event – Yrs 7 – 13.
- Pillar topics drink driving, speeding, driving to the conditions, seat belts, pedestrian safety, speaking up.
- Guest speakers – Tamati Paul – Brent Turner – Taja Collette.
- Music Competition – school performance.
- Band performance.
- **PRACTICE Young Driver workshop.**
- Multiple events and workshops as required.

The Pilot – Evaluations.

- Student and Staff evaluations – covers presentation, effectiveness, relevancy, professionalism, workshops, PRACTICE resource.
- SPANZ President Peter Gall.
- Auahi Kore – Mere Wilson.
- District Health Boards – Waitemata, Starship Hospital.
- Iwi liaison officers.
- Safer Rohe – Ronald Karaitiana and ACC Pasifica – Filipo Motulalo.
- **Auckland Mayoral Commendation.**
- **Not one bad evaluation!**

Sponsors and Partners 2006-2008.

- Auahi Kore – Giveaways.
- Juice TV – Media support.
- Music Works NZ – prizes and equipment.



Holden DTAF 2009 – 2011.

- Holden NZ naming sponsor.
- Support to schools.
- Greg Murphy – Publicity.
- Auahi Kore – Smokefree.
- 80 events over 10 districts per year.
- Central North Island – South Island.
- Revisiting previous districts.
- Media campaign.
- National focus – Bigger, better, brighter.
- Refreshed campaign.

Management – Reporting.

What you get!

- Schools set up and schedule.
- Liaison with stakeholders, media.
- Brochures specific to your district.
- Team of 8.
- Event and PRACTICE workshops.
- Final project report – stats, evaluations, numbers attending, PRACTICE sign ons etc.
- Presented in CRSP format.

Cost of the campaign.

- Daily rate of \$2,800.00 per day.
- Includes production, lights, PA, brochures, workshops, evaluation and project reporting.
- Initial set up costs.

- Reduced costs now covered by sponsors.
- Holden – Management and set up.
- Auahi Kore – Accommodation.
- Down to \$2,800.00 from \$3,400.00.
- No \$2,000.00 set up cost.
- No hidden or additional costs.
- *Deposit required.*

Summary – Next Step – Plan.

- 80 events per year for the next 2-3 years.
- More corporate support.
- Refreshed and invigorated presentations.
- National profile.

- Summary – What we know works – relevancy – simple – experience teaches – engagement.

Example brochures, DVDs and posters available in display area.

Thank you for your attendance and support.