



Trafinz Leadership Awards presented at Conference Dinner



Award for Leadership in Safety: Auckland City Council- 'Driver Distraction' project

In 2013 Auckland Transport delivered the first part of a three year distraction road safety education campaign. The target audience for the campaign was 16 to 24 year olds (represented in over a third of all distraction crashes) with a focus on driver distractions within the vehicle.

A major advertising campaign was introduced using a wide range of mediums, some of which were movies, YouTube and an innovative distraction game linked in with Facebook. It was a very large and well promoted safety campaign which has exceeded expectations by generating a very high recall by the public. This is year one of a three year project and the downstream impact on future crash performance will be of considerable interest.

Jacki Dawson, Auckland Transport receives the Award from **President Andy Foster**



Award for Leadership in Sustainability: Hastings District Council- 'iWay'

Hastings District Council became one of New Zealand's first two "Model Communities" – an initiative designed to demonstrate that carefully planned, sustained investment in walking and cycling can have a positive impact on a community. This was a 3 year programme of construction and promotion, including a network of new walking and cycling routes and community promotion and safety programmes. The programme was branded as "iWay".

The end of this three year period in 2013 saw the completion of the originally planned network on time and within budget. Within these three years, iWay has become a well established and widely recognised local movement and significant changes are now being measured all across our community.

Owen Mata, Hastings District Council receives the Award from **President Andy Foster**



Trafinz Highly Commended Certificates



Entry for Leadership in Sustainability: Nelson City Council- 'NBus' Project

NBus is a sustainable transport initiative lead by the Nelson City Council (NCC) with long term benefits for the Nelson/Tasman community. A better integrated route network was designed which increased the frequency of the weekday bus services between Nelson and Richmond while maintaining the level of service on routes within Nelson city at a similar level.

It also improved the accessibility, branding (NBus), environmental performance of new public transport vehicles and allowed bikes and wheelchairs to be transported. Service improvements were focussed on commuters and tertiary students as these groups had the greatest potential for increased usage.

Marg Parfitt, Nelson City Council is presented with a certificate from **President Andy Foster**



Entry for Leadership in Safety: Travel Safe Team from Tauranga City Council and Western Bay of Plenty District Council for their 'Travel Safe' programme

Travel Safe workshops are based on injury prevention and health promotion principals embedded in the community development model. It enables road safety and sustainable outcomes to be created and lived by people within settings of everyday life, where people across all sectors work and play. It is a good comprehensive approach to reaching a number of specific target audiences. The numbers of people reached (300+) was relatively small, but a wide range of different audiences were accessed.

Martin Parkes, Karen Smith, Angela Joyes and Philip King, Tauranga City Council are presented with a certificate from **President Andy Foster**