



# Partnership Opportunities

# Numbers that drive us



**1,200**  
lives are lost on Australian roads every year

266 lives were lost in Queensland in 2021

2021 saw an **increase** in fatalities by

 **3.9%**



Crashes resulted in

**62,387**  
hospitalisations

Over

**50%** of those required intensive care



**55%**

of all road crash deaths in Australia **occurred in rural areas**



**17-24**

**age group** the most at risk group

Source: [www.aihw.gov.au/reports/injury/transport-injuries](http://www.aihw.gov.au/reports/injury/transport-injuries)

The list goes on...

How could these stats change through better driver education? **How many lives changed? Lives saved?**



“

It's not okay to sit back and accept that road trauma is normal, nor resign ourselves to the fact that road trauma is a price we pay for being a road user.

Sharlene Makin



Today you can make the pledge to **join Roadcraft** in being part of the solution



## Introducing Roadcraft

# A purpose-built, driver-training centre with a powerful purpose

Roadcraft is a not-for-profit organisation, committed to driving the sustainable reduction of road-crash deaths and life-changing injuries on Australian roads, through the armament of road users with effective driver education and training.

At Roadcraft, every minute of every day is dedicated to road safety; we're committed to ensuring every course participant leaves our facility with complete clarity around what choices to make and what behaviours to act out behind the wheel, to do their bit to make our roads safer.



**With over 1200 Australians dying every year on our roads, our mission is not one we take lightly.**



40 hectares of state-of-the-art facilities



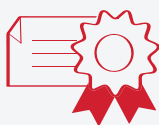
Fleet of on-site, dual control training cars



Modern, air-conditioned classrooms



Life-like practical training circuits



40+ years of controlled environment training



Founded to reduce Bruce Highway injury & death toll



Focused on theoretical & practical driver capacity-building

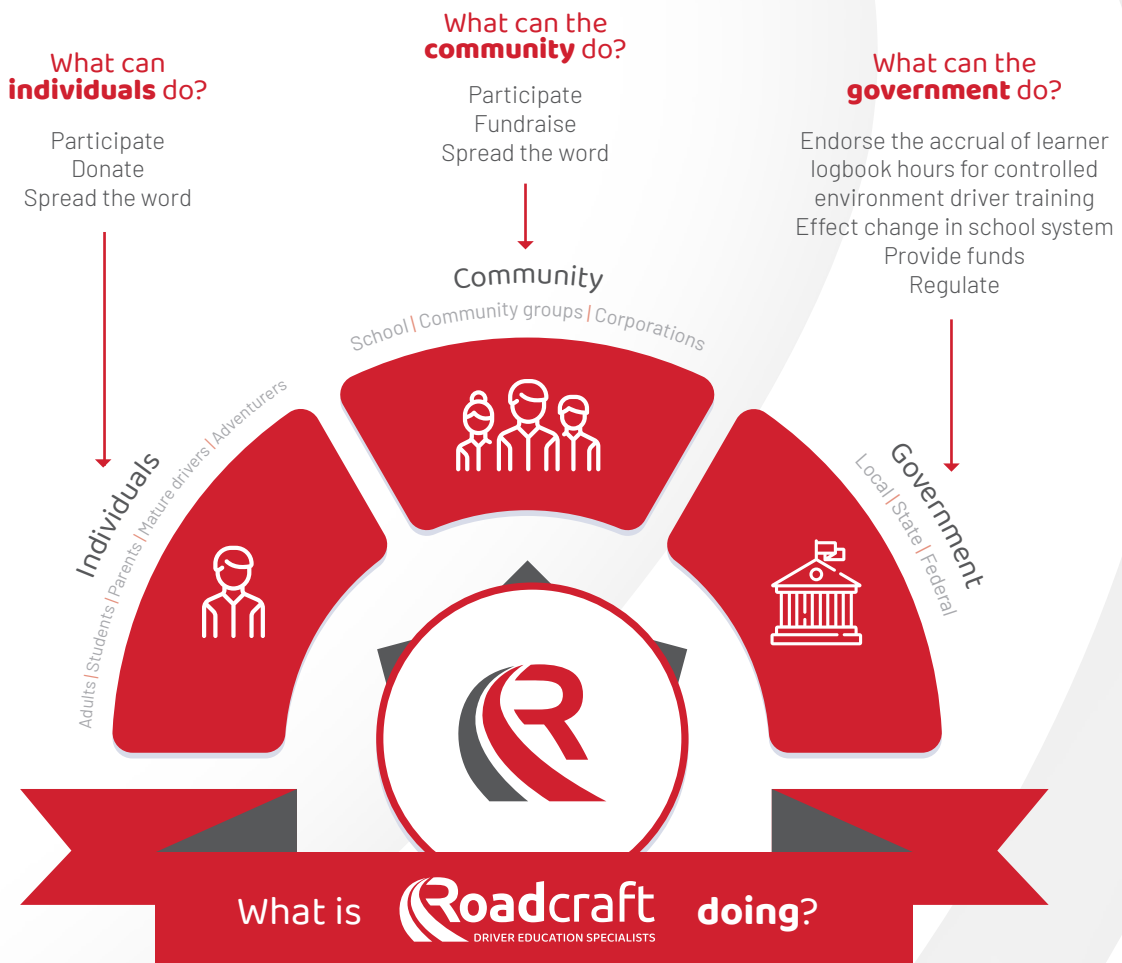


Life-saving techniques for licensed and unlicensed drivers

## What is Roadcraft doing?

# Our model for change

It's the sum of our individual choices and behaviours when behind the wheel that dictates the overall safety of our roads. Our mission centres around catalysing change amongst three key centres of influence; individuals, communities and the Government. Why? **Because road safety is everyone's problem and everyone needs to be part of the solution.**



Reducing road trauma | Effective education | Donations | Lobbying  
Establishing strategic partnerships | Championing safe driving amongst youths

By providing education to individuals, whether at the learning to drive stage or later in life, we are helping to ensure that more drivers on the road are confident and capable.

The community has turned to Roadcraft to provide courses in schools, corporate training days, and providing driver training to the Queensland Ambulance Service.

Whether local, state, or federal, Roadcraft is there, striving to make sure our governments are as well informed on road safety needs as they need to be, lobbying, and establishing the facts.

How you can  
support **our mission**





# Shifting the statistics

At Roadcraft, we've thought long and hard about how the community can support the movement toward safer roads. Outside of encouraging people just like you to take a Roadcraft course, and in turn change their personal road behaviours, there had to be more we could do.

**Turns out there was and that's why 'Shift' was born.**



WHAT IS  
**SHIFT**  
?

Shift is a benevolent fund providing Roadcraft courses free of charge to disadvantaged young people, giving them life saving techniques and driving education they'd otherwise be unable to access.

We have opened up support opportunities for individuals, groups, and organisations within our community to help grant 100 young people the opportunity to complete a Learner or Provisional Driver Course in 2022.

**With over 200 young people aged 17-25 killed in 2021, with your help Shift can reduce this number this year and every year to come.**



WHERE OUR DONATIONS COME FROM



**INDIVIDUALS & ROADCRAFT**

Upon booking, course participants will be **invited to donate \$3** at checkout, which will contribute directly to Shift. Roadcraft will match every donation made, meaning \$6 will be raised per eligible booking.



**COMMUNITY**

Many community groups work alongside us to raise money to fund novice driver courses and raise awareness in youth drivers of these opportunities.



**ORGANISATIONS**

Sponsorship from organisations means they can give back to their community, reduce road trauma, and help young people to access life saving education and training.



WHO BENEFITS ?

**Saving Young Lives**

Everybody benefits when more drivers on the road are educated and equipped with the techniques Roadcraft courses impart, and Shift aims to increase that number.

Working with our 2022 partner, Community Action Gympie, Shift is bringing access to this driver education to those who couldn't benefit from them otherwise.

Community Action works with people experiencing challenges in their life; whether this is domestic violence, housing instability, or coping with early pregnancy and parenthood.

**You can be part of this too.**



## Sponsorship Opportunities

# How you can get involved

While individual donations and community support play an important role in Shift, corporations have significant scope to affect positive change.

You can help drive real change on our roads and reduce trauma statistics through your CSR program and we have made it easy for you.

Our range of corporate sponsorship packages come with a range of benefits to you as the sponsor, as well as increasing benefits to the recipients of Shift funded driving courses.

Whichever package suits your organisation best, we are so grateful for your support and look forward to partnering with you.



**\$10,000**

Fund 20 youths

- Logo featured prominently on each page of the Roadcraft website.
- Logo, blurb and link to your website on Our Fund page of website.
- Recognition in our reception with your company logo on our 'Sponsors Honour Wall' - over 2000 people come through our doors each year.
- Your company's logo will feature prominently in our monthly newsletter which has over 1200 subscribers.
- Emails disseminated from Roadcraft will carry a link to your home page. This will illustrate your support of the organisation in emails sent to all our stakeholders.
- Place an article each year into our newsletter to promote your organisation's services, communicate to the membership about a particular issue, or highlight your organisation's news.
- Use Roadcraft's logo in all of your marketing and promotional material to let your customers know how you are supporting young people.
- 4 free places on a course of your choice.
- 6 dedicated social media posts.
- Tax deductible investment.



**\$5,000**

Fund 10 youths

- Logo, link to your website on Our Fund page of website.
- Your company's logo will feature prominently in our monthly newsletter which has over 1200 subscribers.
- Emails disseminated from Roadcraft will carry a link to your home page. This will illustrate your support of the organisation in emails sent to all our stakeholders.
- Use of Roadcraft's logo in all of your marketing and promotional material to let your customers know how you are supporting young people.
- 2 free places on a course of your choice.
- 4 dedicated social media posts.
- Tax deductible investment.



**\$2,000**

Fund 4 youths

- Logo on Our Fund page of website.
- One article featured in a Roadcraft monthly newsletter, to promote your organisation's services or highlight your organisation's news.
- Use Roadcraft's logo in all of your marketing and promotional material to let your customers know how you are supporting young people.
- 2 dedicated social media posts.
- Tax deductible investment.





## Driving change, in partnership

Australia needs to wake up and make a change. Road trauma should not be normal. Road crashes should not be on the rise. Support your community. Join us to support road safety and support Australia.

We can work together to reduce road trauma, improve the lives of disadvantaged young people, and keep them driving safely on the roads for decades to come.

With your sponsorship package you can positively affect the lives of hundreds of people - not just the one taking the course your sponsorship provides, but every person they encounter on the roads for the rest of their life.

**Get in touch today to talk about which package suits your organisation the best.**



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