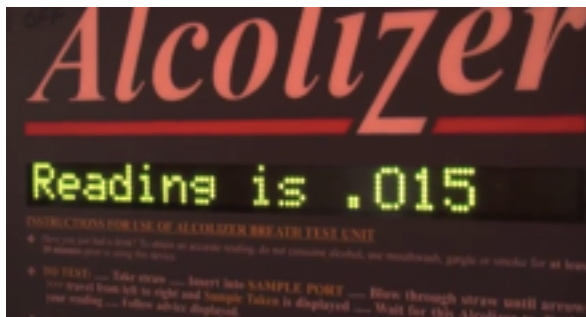




# Keys Please Kiosk Report



## Mullum Music Festival 2013

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keys please kiosk is an initiative of the STEER youth safe transport project proudly supported by a 2013 FRRR ABC Heywire Youth Innovation Grant and Transport NSW funding.



## Introduction

STEER project, with support from an FRRR ABC Heywire Youth Innovation Grant and Transport NSW funding are establishing Keys Please Kiosks at local festivals and community events.

Festival and event patrons are encouraged to leave their keys at the Keys Please Kiosk and are supported to celebrate safely. Prior to returning their keys patrons are offered a free breathtest and transport information.



## Background

Regional areas, and the Byron Shire particularly, are disadvantaged by a lack of safe transport options. This results in many young people, particularly males, choosing unsafe transport options. In the 5 years from 2005-2010 there were 1,367 reported crashes in Byron Shire involving 17-20 year olds \*

Behavioural factors for fatal crashes for young drivers aged 17-25 \*\* are:

- 43% speed
- 15% alcohol
- 12% fatigue

**\* Figures obtained from Road Traffic Authority (NSW): crashes in the 17-20 yr age group in Byron Shire from 1/7/2005 to 30/6/2010.**

**\*\* Figures obtained from Safer Drivers Course for Learners (RMS) crashes for young drivers aged 17-25, 2011.**

Keys Please Kiosks aim to positively influence driver behaviour by creating a person-to-person connection at the 'coal face' i.e. where decisions about drinking and driving are being made.

## Review

Other than the threat of a tornado on Saturday night, the Mullum Music Festival was a celebration of great music, beautiful weather and inspiring community.

Almost 100 patrons visited the Keys Please Kiosk during the Festival and handed in their keys and/or took a voluntary breathtest.

Keys Please Kiosk Legends offered support to patrons including:

- service to look after patrons keys;
- non-alcoholic cider from Poetic Brewing Co;
- corn chips and salsa from Byron Bay Chilli Co;
- cheese from Bangalow Cheese Co cheese
- salami and smallgoods from Salumi;
- free breathalyser service;
- information about transport options e.g. shuttle bus and carpool;
- tips and strategies for driving safely



The Keys Please Kiosks received strong media support including:

Echonedailyt: <http://youtu.be/wCWpKNjCg1U>

ABC Heywire. <http://www.abc.net.au/heywire/stories/2013/11/3896840.htm>



# Survey

Responses to Keys Please Kiosk survey questions included:

Which part of the Keys Please Kiosk information and support did you appreciate the most?

- ***the food***
- ***alcohol-free drink***
- ***breathalyser***
- ***smiling faces***
- ***making your brain click with a reality check***

Prior to arriving at this event had you made alternative transport plans i.e. did you have a Plan B?

- ***yes... somewhere in Mullum to stay***
- ***no... but I will in the future***
- ***yes.. taxi or shuttle bus***
- ***yes... my husband***

Did you make alternative transport plans as a result of information and support received from Keys Please Kiosk?

- ***yes... my boyfriend will be driving home***
- ***yes - my husband will take me***
- ***yes... there is no f@%king way I am driving home tonight***
- ***yes - we will stay in Mullum***

Can you suggest ways we can improve the Keys Please Kiosk information and support?

- ***encourage artists to promote KPK on stage***
- ***promote strongly for young peoples' parties***
- ***use the tagline "Blow and Go"***
- ***setup KPK at front of festival***
- ***setup KPK next to bars***
- ***setup KPK near ticket sale desk***
- ***create a 'mobile KPK' to move around the Festival site***

## Summary

The Keys Please Kiosk received an overwhelmingly positive response. People commented on what a simple and great idea it was, in response to which we commended the inspiration of young people Monique, Jordan and Kaitlyn at the 2013 Heywire Regional Youth Summit.

Many Keys Please Kiosk participants returned multiple times and were grateful for the ability to monitor their alcohol consumption over the 3-day Festival.

For some the breathalyser provided a type of game in which participants dragged their friends to the tent and insisted they all take a breathalyser test. Even in this context the breathalyser increased awareness amongst everyone regarding their blood alcohol level and how each individual processed alcohol differently.

Almost 80% of participants expressed interest in having a 'mini-Keys Please Kiosk' at their own event, venue and/or private party. and provided details for further contact.



## Thanks

Keys Please Kiosks is a community initiative and relies on widespread community support to develop, evolve and succeed. We would like to acknowledge and thank:

... our MMF Keys Please Legends Darrin, Steffie, Jane, Sharmila, Mike, Sarah, Tanya and Kare.

... our founding partners ABC Heywire/FRR and Transport NSW;

... our generous local sponsors Poetic Brewing Co, Byron Bay Chilli Co, Bangalow Cheese Co, Salumi and Mullum Music Festival.



... and our wonderful Keys Please Kiosk participants for choosing to celebrate and travel safely during the Mullum Music Festival.

## Contact

Please contact Phil Preston for more information about Keys Please Kiosks and to offer your support and suggestions:

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