

STEER VOLUNTARY BREATH TESTING PARTNERSHIP PROPOSAL



“great to help raise awareness”

“love it”

“3 mid strength beers... that’s awesome... surprised to learn about mid strength beers”



“had 15 drinks last night... want to drive this morning... checking before I drive”

“... this is such a good idea”

“great community service... should be at every venue”

OVERVIEW

STEER Voluntary Breath Testing (VBT) is a trusted and valued community initiative. STEER VBT establish a person-to-person connection with patrons resulting in demonstrated success at changing drink driving intentions.

Drink driving is one of the leading causes of fatal crashes. In NSW in 2014, 29% of road fatalities between the hours of 3 AM and 9 AM on Saturday and Sunday mornings involved blood alcohol concentrations over the legal limit.¹ The highest risk group for being involved in a fatal crash are males aged 25-29, followed by males aged 17-24². STEER breath testing reports 52% of all people have no idea of their BAC prior to a breath test, 56% of those intending to drive had been drinking and 55% of green P platers intending to drive have a BAC over 0.00³.

In 2017 STEER VBT intend to offer over 100,000 patrons...

- an enjoyable opportunity to learn;
- simple resources to increase their self awareness;
- support & encouragement to make informed choices.

The STEER Voluntary Breath Testing vision is to positively change drink driving behaviour at festivals, community events & private functions likely to involve consumption of alcohol and driving.

STEER VBT creates a relaxed, informal and welcoming space in which people enjoy engaging with our volunteers. The information we provide is simple and straightforward. The breath tests results are obvious and self-evident. The choices we suggest are friendly and helpful. People appreciate what we do and they want more of it.

Based on data from Falls Festival 2016/17, STEER Project reported:

- ▶ **52% of people had no idea of their BAC**
- ▶ **56% of those intending to drive had been drinking**
- ▶ **55% of green P platers intending to drive had a BAC over 0.00.**

¹ "Reports And Publications - Statistics - NSW Centre For Road Safety". Roadsafety.transport.nsw.gov.au. 2015. Web. 3 Oct. 2016.

² "Annual Report". Western Australia Police. 2016. Web. 3 Oct. 2016. <https://www.police.wa.gov.au/About-Us/Our-agency/Annual-report>

³ STEER Breath Testing Reports <http://steerproject.org.au/breath-testing/reports/>

FACTS & FIGURES

STEER Voluntary Breath Testing intend a presence at major festivals, community events, private functions and presentations. In 2017, it is intended to offer voluntary breath testing to over 100,000 people at events including:

- major festivals such as BluesFest, Bello Music, Splendour in the Grass, Mullum Music and Falls
- community events such as Ballina Prawn Festival, Bay FM Disco, Bangalow Sample, Ballina Race Day, Byron Film Festival and Byron Schoolies
- private functions such as weddings, parties, seminars & christmas parties.

STEER VBT has received recognition and support from the following organisations:

- Police NSW
- Transport for NSW
- NSW Health

STEER VBT is currently partnering with the following organisations to deliver voluntary breath testing:

- local Councils - Byron, Ballina and Tweed
- Festival promoters - Falls, Splendour, Bello and Mullum Music Festivals
- NSW State Library
- Roads and Maritime Services

STEER VBT engage a range of target markets with the following typical demographic:

	Falls Festival 2016/17		Bello Music Festival 2016	
Gender	Male	59%	Male	51%
	Female	41%	Female	49%
Age	under 20	22%	under 20	2%
	20 to 29	68%	20 to 29	19%
	30 to 39	6%	30-39	29%
	40 to 49	3%	40-60+	50%

STEER VBT have identified the following psychographic segments associated with our target markets:

- Aspirer - health conscious, personally aware, want info about better personal choices;
- Mainstreamer - generally law abiding, want to 'do-the-right-thing', conservative
- Followers - do what their mates/friends are doing;
- Explorers - willing to try something new, increase self awareness;

Reports from STEER Voluntary Breath Testing are available at:

www.steerproject.org.au/breath-testing/reports.

STEER VBT engage across a range of defined target markets with identifiable psychographic segments.

MARKETING MESSAGES

STEER Voluntary Breath Testing has 7 Objectives. Each objective is associated with the following key marketing messages...

1. increase awareness of standard drinks
 - ***know your standard drinks***
 - ***one standard drink of wine is 100ml***
 - ***one standard drink of mid strength beer is a stubbie/middie/can***
2. monitor number of standard drinks consumed
 - ***the driver always counts***
 - ***mates make their driver count***
 - ***don't include the driver in rounds/shouts of full strength alcoholic drinks***
 - ***shout the driver water/softie/low-mid strength drinks***
3. increase awareness of estimated BAC
 - ***positive person-to-person connections***
 - ***awareness is greatness***
 - ***VBT is great for friends***
4. increase awareness of alcohol processing by the body;
 - ***rule-of-thumb "2 in the first hour 1 every hour after"***
 - ***every body is different***
5. increase choice of safe celebrating options by those intending to drive;
 - ***eat, rest and drink water***
 - ***drink Alcoternatives e.g. soft drinks, cordials & juices***
 - ***drink low and mid strength alcohol products***
 - ***avoid wine***
6. provide an accurate measure of BAC at major Festivals, community events and private functions;
 - ***provide an on site person-to-person breath testing service***
 - ***carry an accurate personal breathalyser***
7. change behaviour of those intending to drive who test over their legal limit
 - ***a culture of caring & friends looking after each other***
 - ***offer accommodation options***
 - ***offer transport options e.g. lift with friends, public & private buses, taxis, Uber***

STEER VBT deliver our key marketing messages through communication channels including:

- exposure to over 100,000 people
- email list of over 1400 people with 35% open rate including government, organisations and business
- website & social media
- well established contacts within Northern Rivers media

STEER welcome partners who share our objectives and key marketing messages.

**Trusted communication channels + Person-to-person connections
= Changes in drink driving behaviour**

LEVERAGING IDEAS

In partnership we look forward to developing creative ideas to leverage sponsorship benefits. Here are some creative concepts to start with...

celebrating?



alcoternatives.



driving?



alcoternative.



safe drink driving?



there's only one choice.



make your driver count



know your standards.



The concepts could be promoted on a range of products including posters and pull-ups, infographic flyers and postcards, bar mats and coasters, Flush Media and tshirts.

BAC

drink water

eat well and rest

drink soft drinks and juices

drink low and mid strength beer

know your standard drinks

keep track of drinks

breath test

don't eat

get into shouts

drink constantly

drinking games

drink wine

drink drive & face the consequences

steer
GETTING YOUTH GREAT PLACES

PARTNERSHIP BENEFITS

Partners aligning with STEER Voluntary Breath Testing will benefit from...

- reducing incidence of drink driving related harm
- exposure to over 100,000 patrons
- sharing in trusted, positive & highly engaging person-to-person connections
- providing content for information resources and reports
- collaborate in design, processing and analysis of surveys
- opportunities to provide aligned safe celebrating and safe transport related products &/or services

STEER Project are intending a broad network of synergistic partnerships across:

- government
- community organisations
- businesses
- individuals

STEER Project welcome working with partners to positively change drink driving behaviour at major festivals, community events, private functions and presentations.

Please contact STEER Project Coordinator to further information and to discuss partnerships:

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*Thanks to local photographers for the cover photos:
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