



Media Release

New name and an increased commitment to saving young lives

RYDA Australia, a not for profit organisation responsible for the delivery of quality evidence-based road safety education programs to young people is changing its name to Road Safety Education Limited.

Speaking at the launch of the new name, Road Safety Education Limited CEO Terry Birss said that the name change better reflects the mission of the organisation in helping to reduce youth road trauma in Australia.

“Road Safety Education Limited, in association with our community partner, Rotary, will continue to provide our core road safety education initiative, the RYDA Program, to young people across Australia. More than 40,000 students now attend the RYDA Program annually and we will soon celebrate attendance from our 250,000th student” Mr Birss said.

“As with any dynamic organisation we must continue to develop to remain relevant. Increasing demand for road safety education will see a suite of programs provided to schools so that the RYDA Program becomes part of a broader, sequential learning program for high school students; not just a one day program. This will result in better educational outcomes for students as we work together to build a road safe community”.

Mr Birss added that “The national sponsors of the RYDA Program including BOC, Toyota Australia and Kmart Tyre & Auto Service were very excited by today’s announcement. The mission of Road Safety Education has great synergies with our sponsors own safe driving culture and the new name and logo reflects the energy and urgency that we all share in helping to make our roads a safer place for all people, especially young people”.

Mr Birss also said that “Young people continue to be over represented in deaths and injuries on our roads – it is a national tragedy that one young person aged 17-25 dies nearly every single day of the year on Australian roads. Many more young people are left with serious life changing road trauma injuries. Our community must do more to ensure that P Plate drivers are better prepared before they get behind the wheel of a car”.

“Through the delivery of a well researched, evidence-based education resource, Road Safety Education is totally focussed on providing practical life saving information for young people at the beginning of their driving lives”.

Further information about Road Safety Education Limited and Road Safety Education Foundation including details on our operations, community supporters and corporate sponsors is provided in the recently released “Concise Annual Report” that is available from our website www.rse.org.au

For further Media Information please contact Mr Terry Birss on 0408 857 776