



## Volume 4 – December 2014

Hi Everyone,

The last 6 months have been rather busy, with quite a few activities and a major goal (statewide advertisements) being achieved:

### Cherry Queen Entrant Activities

Congratulations to our Cherry Queen entrant, Emily Hardy, who was named Charity Queen at the National Cherry Festival in Young on the 5<sup>th</sup> December. Emily and her family and friends have worked very hard to achieve an amazing amount of over \$14000 through a variety of local activities. Half of this amount goes towards next year's Cherry Festival activities, and the other half will be very gratefully accepted by the Georgina Josephine Foundation. This will be put towards furthering our goal of promoting awareness of Low Speed Vehicle runover prevention measures, and supporting affected families as needed.



### OTHER ACTIVITIES:

#### Master Builder's Association Meeting

Peter and Emma attended the Master Builder's Association meeting at Fyshwick in Canberra on the 13<sup>th</sup> August, where they presented their information to a group which included approximately 13 builders. Survey results showed that only 50% had not heard about Low Speed vehicle runovers or the prevention methods, and nearly 70% indicated after our presentation they would be discussing with their clients about including our prevention measures (eg higher door handle, self closer and inward swinging doors on internal access doors between houses and attached garages) in their future building works.

#### Bubs Boutique & Markets, Young Town Hall

A market stall was held at the Young Town Hall on the 14<sup>th</sup> September 2014. Thank you to the organisers of the Boutique day for including us!

#### Pregnancy Babies Expo- Canberra

On the 27<sup>th</sup> and 28<sup>th</sup> September we attended the Pregnancy and Babies Expo in Canberra at the Australian Institute of Sport's arena (AIS), the first to be held there. Thank you to the event organisers for enabling our involvement, and thank you to National Capital Motors, Belconnen who provided a family vehicle for us to use as part of our blindspot display.

#### Driveway Safety Video Launch

On Saturday 18<sup>th</sup> October, the Cockburn family attended the launch of the Driveway Safety video produced by the NSW Transport Centre for Road Safety (CRS). Head of the CRS, Marg Prendergast, and NSW Roads Minister Duncan Gay were both in attendance for the event.

The media coverage of this meant that several news articles over the week or two following helped promote



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the driveway safety message. Have a closer look at the Transport for NSW CRS web page and the video - <http://roadsafety.transport.nsw.gov.au/campaigns/they-re-counting-on-you/driveway-safety.html>. This video had subsequently been used to create some TV advertisements to promote the driveway safety message by the NSW CRS and NSW Transport, which is fantastic! Hopefully they will encourage everyone to put the 'Supervise, Separate, See' message into action.

We also received some great new banners to go with the campaign, shown here in this photo of the launch, thanks to the Centre for Road Safety.

A huge thank you goes to Marg, Angela and the team at the CRS for enabling the video and TV ads to be put together, and a special thank you to our ambassador, Scott Cam (TV personality), who gave his time to be involved in the video as well. We cannot thank you all enough.



## Pregnancy, Babies & Children's Expo

ON the 24<sup>th</sup>-26<sup>th</sup> October, we held a display at the Melbourne Pregnancy, Babies & Children's Expo.

Approximately 15-20 thousand people attend the expos and so they are a great way to spread the message about driveway safety. Also, the message goes out through the Expo magazine that attendees receive, as well as being included on the Expo website. This year we had the opportunity to share our message each afternoon at the Parenting Insights Centre, presenting a Powerpoint show and speech. We are very appreciative of the opportunity to let many more parents and families know about how Low Speed Vehicle Run-overs can be prevented, and a big thank goes to the team from the PBC Expo for enabling us to be involved.

We look forward to working with the PBC Expo team in the future as they re-work their website to include more '365-day a year' parenting information, of which our driveway safety message will be a part. (Watch this space!)



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#### Future Activities

Master Builders Association presentations, Griffith & Wagga, February 2014

Young's family Fun Duck Day 22<sup>nd</sup> February 2014

#### Anniversaries

There have been several first anniversaries for little angels around this time of the year, and so we wish for those families to know we are thinking of you all at this time.

Time goes on, but we stand still  
Or so it seems, when we have no will  
To lift our heads or move ourselves,  
As we see the pictures on the shelves,  
Of happy faces in times long gone by.  
If others saw, they'd say 'Don't cry,'  
But how can you not, because, you see  
There's someone missing, and so we'll be  
Always wondering why, and waiting I guess  
For all of life's troubles and all life's mess  
To be over and done with, so we can then go  
To meet our angel and say we love them so.  
In the meantime I'll wait here as my job isn't done  
With family and friends we try to have fun,  
Our angel will be 'round us of this I'm sure.  
There's no cure for this pain, but we'll smile once more.  
(E.Cockburn 13/11/2014)

May your Christmas be filled with family, friends and fun!



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