



17 April 2019

Byron Shire Council  
Po Box 219  
MULLUMBIMBY NSW 2482

Dear Mayor Cr. Lyon,

**Invitation to join the Little Blue Dinosaur Foundations  
“Holiday Time” Child Pedestrian Road Safety Signage Campaign**

The Little Blue Dinosaur Foundation (LBDF) is the leading independent advocate for child pedestrian road safety in Australia within “Holiday Time”.

“Holiday Time” is defined as the period when school children are on vacation and 40km School (speed reduction) zones” are not operational, a period that accounts for approximately 1/3 of each year.

LBDF’s campaigning and advocacy in this area is widely recognised: LBDF is:

- An invited member of the Global Alliance of NGO’s for Road Safety,
- Grant funded by Transport for NSW from 2015
- A Contributing stakeholder to the 2021 NSW Road Safety Plan
- Endorsed by NSW Premier, Gladys Berejiklian and The Hon. Melinda Pavey MP, Minister for Roads, Maritime and Freight.
- Supported by our Ambassadors, including, the Hon. Paul Fletcher MP, Minister for Families and Social Services and Mrs Lucy Wicks MP, Member for Robertson.

One of the major objectives of LBDF is to assist in spreading government endorsed key road safety messaging of: **Hold My Hand** and **Slow Down Kids Around** to prevent the tragic loss of young lives due to road trauma.

LBDF runs two campaigns with our LGA Council Partners:

- “Holiday Time” signage campaign at school holiday periods
- “Hold My Hand” playground signage campaign

LBDF has successfully now collaborated with 42 LGA’s and their Mayors across NSW, QLD, VIC and SA in an effort to keep Australian child pedestrians safe.

**LBDF is now in a position to offer the Coffs Harbour City Council LGA the “Holiday Time” child pedestrian road safety signage program in the 2019/20 Christmas holiday time period.**

**The program includes provision of targeted safety signage valued between \$4000 & \$8000 at no cost to the council.**

The following Appendix outlines in a little more detail, the Foundation’s origins, work to date and the details of the child pedestrian road safety program on offer.

LBDF looks forward to hearing from your Council at your earliest opportunity to discuss this opportunity further. Please Note: To participate in the program we require a confirmed **acceptance by May 31 2019 (PRE- EOFY)**

Kind regards,

Michelle McLaughlin  
Little Blue Dinosaur Foundation CEO  
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CC: Council Road Safety Officer



## Appendix A

Little Blue Dinosaur Foundation was established in 2014 following the tragic loss of our 4-year-old son, Tom McLaughlin due to a pedestrian accident whilst we were on a family holiday on the NSW Central Coast.

Since then we have worked tirelessly on our child pedestrian road safety initiatives with the Australian Government and Corporate organisations on various targeted educational campaigns and educational projects for children and their families with a particular focus on raising community awareness at “holiday time” periods when School Zones are not operational accounting for approximately 1/3 of each year.

The impact of child loss has a deep effect, directly for families and in communities that are affected - such tragic incidences are not easily forgotten.

Communities require ongoing education around the fact that young children less than 10 years of age can be excitable and unpredictable around roadways, especially given their limited cognitive, perceptual and physical limitations. Further, our research and meeting with the NSW Transport and Road Safety (TARS) Group at UNSW indicated that whilst physical infrastructure will no doubt improve safety outcomes for child pedestrians and motorists, critically it is the visual reminders and cues that effect positive behavioural responses. You would no doubt be familiar that at holiday times your LGA's population would swell due to tourism and that this brings with it many more vehicles and pedestrians thus increasing the risk or frequency for accidents to occur.

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Nearest to your Council region we have had great success with working with Port Macquarie Hastings Council these past three years working very effectively together on the “Holiday Time” Campaign. During 2019, Midcoast Council also came on board and we ran a highly successful campaign together this past year. Further, we have worked for 5 years with Central Coast Council who was our primary partner Council in 2014. No doubt the Mayors and their Road Safety Officers would be very happy to provide you with a reference point for our work and Little Blue Dinosaur Foundation as an organisation.

LBDF would now like to offer your Council LGA an opportunity to obtain a combination of colourful road safety signs for placement in your area during the Xmas/NY School holiday period.

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An operational working summary of the “Holiday Time” Child Pedestrian Road Safety Signage Campaign is as follows:

Signage requirements are determined with input from interested parties including; LGA RSO & LBDF. LBDF often assists via area knowledge, ‘Google maps’ assessments and experience.

Custom signage is produced. The signage is cobranded with LBDF & LGA logos appearing prominently. The signage may also include on other Foundation sponsor logo if it is relevant.

Durable lightweight signage is used in these campaigns Council is responsible for the installation and removal of the signage at the beginning and end of the school holiday time period.



## **Appendix A continued...**

A Media program is run in parallel with the signage campaign, highlighting the LGA's focus on Child Pedestrian road safety and the association with LBDF, the launch date and the positive community feedback that follows. This consists of a joint press release and media opportunities with local radio, press and television.

Mayors and their Road Safety Officers have been photographed supporting the signage and gladly assisted with promoting the signage across their Social Media platforms and local media in an effort to share the important and lifesaving road safety message of "Hold My Hand" and "Slow Down –It's Holiday Time" which