

Victorian road safety campaign recognised with learning industry award

Media Release – For Immediate Release Victorian road safety campaign recognised with learning industry award Melbourne, 19 June 2019 – DriveSmart, the Victoria Traffic Accident Commission's (TAC) road safety public awareness program has been awarded Platinum "Best eLearning Design - Interactive Scenario and Gold "Best eLearning Design - Free eLearning Resource " at the 2019 LearnX awards, alongside digital training partner IMC AG. "DriveSmart is part of a suite of programs available for novice drivers as part of our efforts to eliminate road trauma in Victoria. We are really pleased to DriveSmart recognised for its evidence-based approach to supporting novice drivers build the hazard perception and concentration skills they need to become safer drivers," Project Manager for the DriveSmart redevelopment, Sarah Chapman-Road Safety, TAC.

"I'm very proud of our New Media team for the incredibly high quality of content created for this project, it's creative, innovative and just a fantastic way to learnt to improve your driving skills," Tyson Priddle, IMC APAC Director.

The unique combination of an online learning technology platform and accompanying public awareness campaign has been recognised for its innovation in delivering the resource to the public as part of the TAC's Towards Zero vision of zero deaths and serious injuries on Victorian roads. Learners progress through the program by completing driving scenarios and learning to recognise and respond safely to risks on the road. Data from over three years of research by the Monash University Accident Research Centre (MUARC) using state-of-the-art driving simulators along with analysis of real-world Victorian crash statistics has guided the development of scenarios to ensure users experience realistic and relevant driving situations. The platform, IMC's Learning Suite, was chosen due to its ability to be customised and offer a mobile optimised design, seamless multimedia playback, tracking of learning progress and Facebook login integration. A countdown timer was developed for the project, as users complete each challenge the countdown timer subtracts one number with the goal of ultimately reaching zero. This gamification feature creates a connection back to the wider vision, Towards Zero, as well as acting as a visual cue to continue with the program challenges. Digital, social and search marketing has been live since mid-May and initial results of the project are extremely positive with over 12,000 users participating in the program. [Image available for download here.](#) ### About IMC IMC is one of the leading full-service digital training providers. For 20 years, we have been continuously developing our market experience, servicing customers such as Zeiss, CSL, Villeroy Boch, Ikea, Daimler, T-Systems, Fed-Ex, KiwiRail, NRL and the Irish Civil Service. Today, more than 1,000 customers with over 5 million users trust in our expertise in training strategy, learning technologies and e-learning content Originating in Saarbrücken, Germany, the company now has offices around the world In Austria, Switzerland, Romania, Netherlands, United Kingdom, Singapore and Australia. About TAC DriveSmart DriveSmart is a free program which helps you practice your skills and become a more experienced and safer driver as you work towards getting your probationary licence. DriveSmart is an online training tool designed to accelerate learning of skills needed for safe driving - particularly those relating to hazard perception and concentration - with the ultimate aim of helping reduce the number of young people killed or injured on our roads. DriveSmart is designed to support the on-road driving experience of learner drivers and is the perfect partner to getting hands-on experience in a car. The program includes challenges for learners with 20+ hours of supervised driving practice and 50+ hours of supervised driving practice. About LearnX The LearnX Live Awards is an international awards program that recognises multiple fields within talent management across the corporate, education and public-service sectors. Each year the Awards uncover incredible projects and solutions that deliver best practice and business value. We then share many of these experiences with the wider community during the LearnX Live! Summit & Awards Show. Our objective is also to shine a light on the talented teams involved in these works, and the enterprises that support them. The Awards have been in operation since 2008. Contact IMC Pty Ltd, Australia Beth Dowsett, Head of Marketing Phone +61 (03) 9820 5500, beth.dowsett@im-c.com This and other press releases are available for download from our website www.im-c.com