

Project ID: 167

City of
South Perth

**CITY OF SOUTH PERTH
FIESTA FINE WINE & FOOD FAIR 2004**

ROADWISE GRANT EVALUATION

“Pick a Skipper, don’t drink and drive”



Please provide a report using the following headings.

1. **EXECUTIVE SUMMARY** (The executive summary should be no longer than half a page and should state clearly and concisely the aims of the project, what the project involved, resources developed, media coverage, what the project found (outcomes) and recommendations for future projects. Please note this summary will appear on the RoadWise website).

The City of South Perth Fine Wine and Food Fair is one of the key events of the City of South Perth Fiesta Program held on the 22nd February 2004 in Comer Reserve, Como. Over 60 West Australian wineries were present at the event which attracted over 2,500 people during the three hour event period. The cost of entry to the show was \$10 which provided free wine and food samples plus a free tasting glass. Wine was also available to purchase on the night by the bottle or glass. The main objective of the activity was to "raise the awareness of the general population to the effects of drinking and driving through association with the Fiesta Fine Wine and Food Fair".

To support the drink driving campaign a *RoadWise Skippers Club* was set up to provide information on road safety and free soft drinks to people who were designated 'skippers' for the evening. Free blood alcohol testing was provided at the 'skippers' club and a competition on drink driving was held to encourage people to consider the effects of alcohol on the body. In addition to these activities extensive signage was produced with the 'don't drink and drive' message printed on it. Each winery's name banner carried the 'don't drink and drive' message and a special 'RoadWise Skippers Club' banner was printed for the '*skippers club*'. Three thousand wine glasses were printed with 'don't drink and drive' included on them and also standard drink marks. Leading up to the Wine and Food Fair extensive advertising was undertaken in the Community Newspapers within an 8 page Fiesta lift out and a full colour Fiesta program was produced which included the RoadWise logo, the message 'pick a skipper' and a reminder message that free soft drinks are available to designated skippers. Fiesta programs were printed for all 15,000 residents in the City of South Perth with an additional 10,000 printed for locations outside the city. During the event 'don't drink and drive' announcements were made over loud speakers promoting the skippers club. It was determined from the number of people who completed the RoadWise questionnaire/competition that about 10% of the Fiesta participants were reached directly with the RoadWise message, the majority of which also opted to have their breath analysed for blood alcohol content. Approximately 100 people utilised the *skippers club* for free soft drink. All feedback from winery participants and the general public was very positive.

2. TIMELINE

The event promotion took place during the Fine Wine and Food Fair, a 3 hour event held on the 22nd February 2004.

3. **EVALUATION** (include comments on evaluation of project materials and results of any promotional, educational, structural and community development activities. If you conducted a survey as part of your evaluation, comment on the process and any problems etc. Link this back to the evaluation you described as part of your application.)

1. *RoadWise slogans like 'don't drink and drive' will be printed on Fiesta wine glasses and given to all people who participate in the Wine Fair on entry to the show.*

The Wine and Food Fair attracted 2,500 people. On entry to the show each person was given a wine glass with the slogan 'don't drink and drive' printed on them. Many people found it unusual that a

slogan of this nature was printed on a wine glass at a wine tasting, but realised that the message was an advisory one only. This could be viewed as a positive because it identifies that people were in fact taking notice of the slogan. Feedback given by participants on the day and later from events staff identified that the glasses printed with the slogan, 'don't drink and drive' were unattractive and uninteresting. The suggestion was made that at future events the Fiesta slogan should be printed on the glasses also, because it would make them more appealing to people as a keep sake item. Many people collect glasses from this type of show if they identify what the event was. It has been suggested that the message on the glasses would have more effect if they included some sort of symbol to identify the event, such as the Fiesta logo.

2. Standard drink levels will also be printed on the glasses to remind people of the appropriate level to fill glasses. This method of promotion is very effective because people will be allowed to keep their glass as a take home reminder.

Standard drink levels were printed on the wine glasses which had good feedback from wineries participating in the event. It was noted by the wineries that it made it easier to deliver the correct amount of wine for a tasting sample and reduced the number of incorrect sample quantities that were poured. This also helps to reduce the number of people who consume too much alcohol.

3. On entry to the show people will be given an entry form to fill in with questions relating to blood alcohol content and standard drinks etc which they can fill in and enter a competition for a free meal for two at a local restaurant. This will encourage people to think about and remember RoadWise messages before they leave the event and also allow us to evaluate the effectiveness of the RoadWise promotion.

This action was completed but due to the difficulty and nature of the show entrance (limited space and large volume of people) it was decided that the RoadWise competition/questionnaire would be given out from the Skippers Club. Participants were encouraged to fill out a questionnaire form with questions relating to drinking and driving.

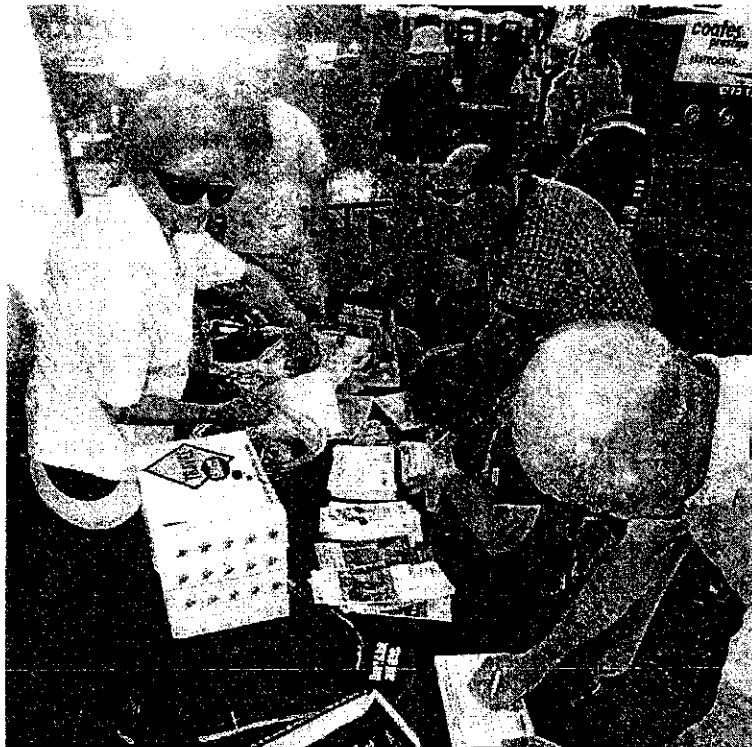


Figure 1 Wine show participants filling out the RoadWise questionnaire at the RoadWise Skippers Club tent.

4. Each winery represented will have its name printed on a corflute sign. These signs will incorporate a RoadWise slogan such as 'Be RoadWise'.

This action was successfully completed however it is difficult to measure the outcome of this strategy. See the attached photo which shows a corflute sign used for a winery at the show in small writing below the winery name is the slogan, 'don't drink and drive'.

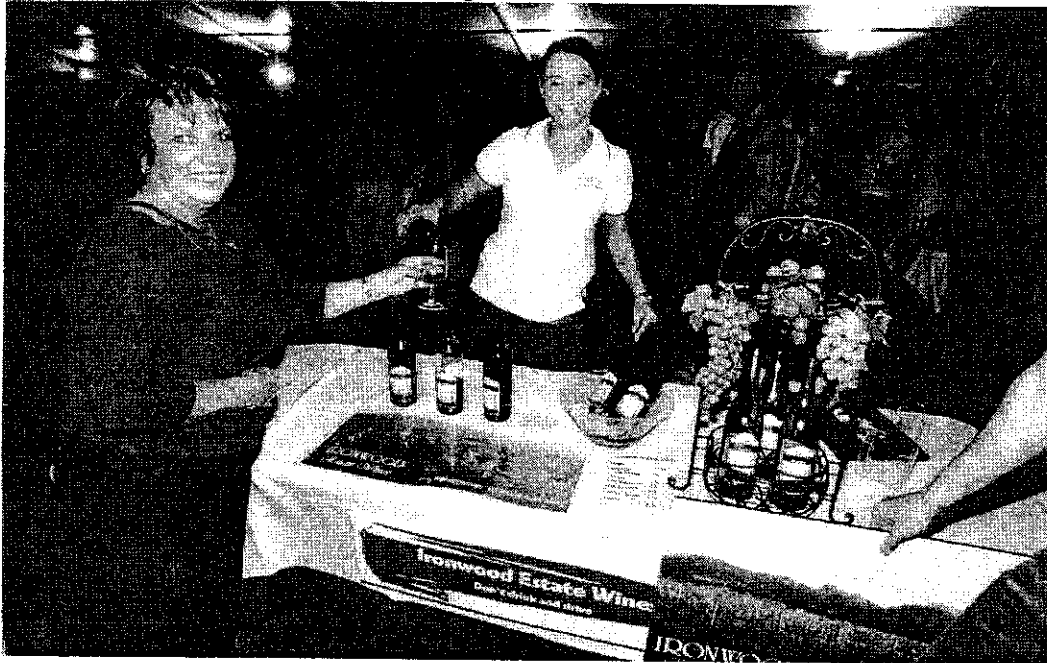


Figure 2 A typical winery display with corflute signage. NB Below the winery name the 'don't drink and drive' message is printed

- 5. A RoadWise Skippers Club will be in operation during the event. Utilising Skippers Club material provided by the Department of Racing Gaming and Liquor a stall will be set up to provide free soft drinks to designated skippers. RoadWise will be promoted at the RoadWise Skippers Club with information and free give-a-ways available to patrons. The RoadWise Skippers Club encouraging people to call for a taxi instead of attempting to drive home will promote a free taxi phone located at the Pagoda Hotel during the event.

This objective was achieved very successfully. Approximately 300 people utilised the skippers club and identified themselves as 'skippers' which allowed them free soft drink for the duration of the event. Each 'skipper' was identified with a fluorescent orange wrist band.

At the RoadWise Skippers Club a questionnaire was conducted with a prize of a free night accommodation for participants at the Broadwater Pagoda Hotel. The questions that were asked were:

1. Does alcohol affect your vision?
2. Once you have consumed alcohol, what is the only thing that will lower your blood alcohol concentration (BAC)? and;
3. Does driving after drinking alcohol increase your chance of having a crash?

The majority of respondents answered the questions correctly. Approximately 10% of the target group (260 people) participated in the activity.

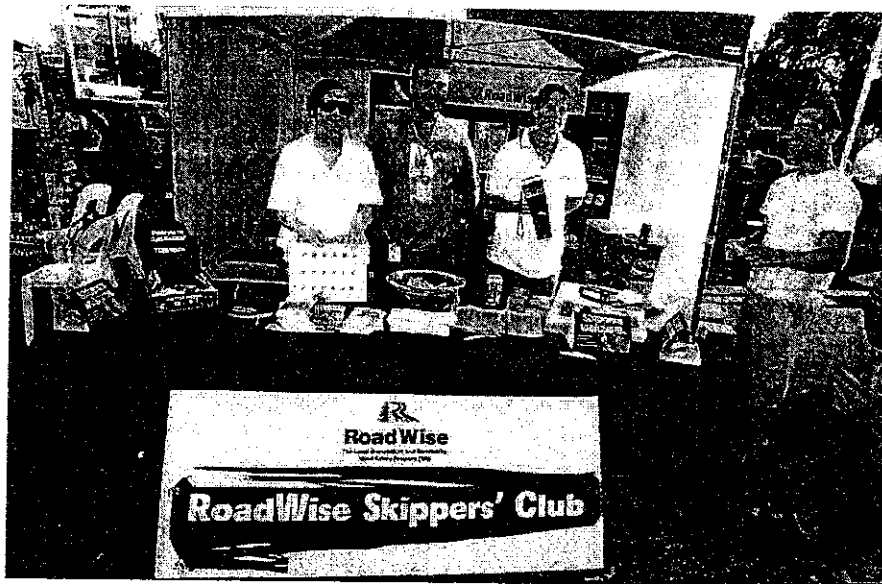


Figure 3 RoadWise Skippers Club tent



Figure 4 Attaching a florescent 'skipper' wrist tag to a participant of the 'skippers' initiative

6. Bottle opener key rings printed with the slogan 'don't drink and drive' will be given out to people at the RoadWise/Skippers Club stall.

&

7. Even those people who do not actively participate in wine tastings at the Fine Wine and Food Show will be able to take home a reminder RoadWise message through the bottle opener key rings. On peoples key rings the message 'don't drink and drive' will be promoted whenever they go to drive the car.

This action was successfully implemented and over two thirds of the bottle opener key rings were

given away as people completed the RoadWise questionnaire.

8. People will be encouraged to have free 'breath testing' and experience the effects of alcohol on vision using the 'fatal vision goggles'. It is hoped that people will use the breath testing facility before they choose to drive.

The Random Breath testing devices that were available were extremely popular with the target group. Many people did not realise how few drinks it took to place them over the legal blood alcohol limit. Due to a fault with one of the breath testing devices large numbers of people began queuing at the stall to have their breath tested. A compounding factor in the time taken to breath test people was the high readings given by many participants. The highest reading of blood alcohol received was 0.19% BAC by a participant. Due to the volume of people attending the wine show it was decided that the fatal vision goggles could not be used as there were not enough staff to manage the extra activity safely.



Figure 5 Claire Parker from RoadWise taking a blood alcohol reading from a wine show participant

9. Working closely and gaining support from local businesses and the wineries taking part in the event will improve the effectiveness of the campaign. RoadWise will maintain an active presence at many of the events run during the Fiesta period. This will be done through advertising campaigns promoting RoadWise messages. The advertising campaign will focus on the 'pick a skipper' slogan and promote alternative transport to get to the event in order to prevent people having to drink and then drive to get home.

Leading up to the Fine Wine and Food Show a lift out was printed in the Community Newspaper on the City of South Perth Fiesta. Included were an advertisement for the wine and food fair which included the RoadWise branding and the slogan 'Pick a Skipper' encouraging people to designate a skipper before attending the show. Community Newspapers are distributed to all residents in the City of South Perth (35,000) plus residents in the Town of Victoria Park. RoadWise also held a display on Sunday 8th February at the Bob the Builder - Little Kids Gig, and the Youth Advisory Council Splash Out Day. This demonstration was very successful with lots of material given away and 120 people (11% of participants) completing a 'speeding' questionnaire. Official Fiesta programs were printed with sponsorship recognition of the national

Road Safety Council and RoadWise. The specific page with the Fine Wine and Food Show description included the RoadWise colour logo and the slogan 'pick a skipper'. The advert also promoted the 'skippers club' and free soft drinks for designated skippers.

Broadwater Hotels & Resorts
Official Fiesta Hotel Partner
Broadwater Fine Wine and Food Fair

Date Sunday 22 February
Venue Corner Reserve, Melville Parade, Coonoo
Time 5.00pm - 8.00pm
Admission \$10

Don't miss this Fiesta favourite!

For just a small entry fee get your free tasting glass and experience the fusion of the state's best wine and exceptional gourmet food.

Free wine tasting and food samples. Wine by the glass and bottle will be on sale as well as plenty of great food from the Broadwater Pigeon Hotel and gourmet producers from around the state.

Catch our award winning chefs offering demonstrations in cooking a range of culinary delights plus a wealth of professional tips on how to compliment your favourite food with a perfect bottle of wine.

Guest menu by SPEEDBALL, featuring local juza superstar Mat Jodrell.

Tickets available from 10am at the Broadwater Pigeon Hotel, Melville Parade, Coonoo or phone 9474 0707.

RoadWise
Pick a Skipper
 Free soft drinks for designated skippers from the RoadWise Skippers Club.

Figure 6 Excerpt from the official Fiesta Program showing the RoadWise branding and the promotion of free soft drink for 'Skippers'

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Figure 7 Excerpt from Community Newspaper 8 page lift out showing RoadWise advertisement and 'skippers club' message

10. All strategies listed above will be reinforced by verbal announcements from the main entertainment stage throughout the event.

On the night news presenter Christina Morrissey gave announcements over a loud speaker advertising the 'skippers club', encouraging people to take advantage of the free soft drinks for skippers, blood alcohol testing and responsible drinking.

4. OTHER RESULTS (any other anecdotal, qualitative or quantitative results of the project)

The overall RoadWise drink driving promotion was very successful. Wine Fair participants were very impressed to see an event that encouraged responsible behaviour and free soft for designated skippers. Unfortunately one of the random breath testing devices was not working properly and as a result people had to cue for a long time to have their blood alcohol tested. Another factor that contributed to this problem was the high blood alcohol readings recorded by many of the 'drinkers' which meant that the breath analyser took longer to recalibrate itself after each person.

5. COMMENT ON THE IMPLICATIONS OF YOUR WORK FOR ROAD SAFETY

This activity has been very successful in educating people of the effects of drink driving. The Road Safety Strategy for Western Australia 2003-2007 under the heading of 'Drink Driving - Public Education Initiatives' is stated, "increase publicity about drink driving enforcement" & "continue messages associated with role of alcohol in car crashes for drivers, riders and pedestrians". The strategy states that "More drink drivers believe they will be caught if the proportion of drivers tested and public education and paid advertising are increased". The drink driving promotion at the Fine Wine and Food Fair addressed all of these statements in full.

Under the heading 'Improving the effectiveness of enforcement - Public Education Initiatives', the strategy states "to increase publicity support for enforcement and coordinate timing of publicity and enforcement campaigns". Again this promotion has helped to fulfil the outcomes of the WA Road Safety Strategy 2003-2007.

6. COMMENT ON THE SUSTAINABILITY OF YOUR PROJECT (how will the project outcomes be sustained in the community in the longer term).

The Skippers club has been held at the Fine Wine and Food Fair since 2003 and has attracted over 300 people each time. The addition of RoadWise has greatly increased the effectiveness of the promotion. This project will be sustained through ongoing RoadWise promotions at City events. The City of South Perth TravelSmart/RoadWise Advisory Group have developed a road safety action plan with a strong emphasis on education and awareness. It is anticipated that due to the success of this promotion a drink driving campaign will be run again at the following 2005 Fiesta Fine Wine and Food Fair. Assistance from RoadWise and members of the TravelSmart/RoadWise Advisory Group will help to ensure the sustainability of the project.

PART B

1. Contact Details

Project ID: _____

Project Name: City of South Perth Fine Wine and Food Fair 'Pick a Skipper, don't drink and drive' Campaign.

Contact Person: Jarrad Scott

Name of Organisation: City of South Perth

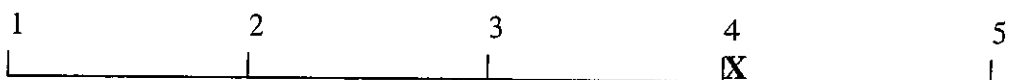
Email Address: jarrads@southperth.wa.gov.au

Phone number: 9474 0933

Fax number: 9367 9292

2. List each of the project objectives and rate how successful you were at achieving each of these objectives (refer to your grant application).

Objective 1 (*State Objective*): To raise the awareness of the general population to the effects of drink driving through association with the Fiesta Fine Wine and Food Show



Not successful
at all

Very
successful

Please provide evidence of your rating: Over 100 people participated in the Skippers Club as designated skippers. 10% of event participants completed the RoadWise questionnaire/competition and the majority of these people also volunteered to have their breath tested for blood alcohol content before driving home. Many people were surprised of their blood alcohol level and decided against driving home. Over 400 key rings were handed out and 2,500 people received wine glasses with the 'don't drink and drive' message printed on it. General feed back from council staff and the public was very positive and many commented on the great service being offered. Printed advertising material was attractive and informative carrying the message 'pick a skipper, don't drink and drive'.

3. Project Activities

Briefly describe what activities/strategies were used to achieve these objectives:

- RoadWise slogans like 'don't drink and drive' will be printed on Fiesta wine glasses and given to all people who participate in the Wine Fair on entry to the show.
- Accompanying the RoadWise 'don't drink and drive' message printed on the glasses will be the City of South Perth Fine Wine and Food Fair logo, this will encourage people to reuse the glasses as a 'collectors piece' thus continuing the drink driving message.
- Standard drink levels will also be printed on the glasses to remind people of the appropriate level to fill glasses. This method of promotion is very effective because people will be allowed to keep their glass as a take home reminder.
- On entry to the show people will be given an entry form to fill in with questions relating to blood alcohol content and standard drinks etc which they can fill in and enter a competition for a free meal for two at a local restaurant. This will encourage people to think about and remember RoadWise messages before they leave the event and also allow us to evaluate the effectiveness of the RoadWise promotion.
- Each winery represented will have its name printed on a corflute sign. These signs will incorporate a RoadWise slogan such as '*Don't Drink and Drive*'.
- A *RoadWise Skippers Club* will be in operation during the event. Utilising *Skippers Club* material provided by the Department of Racing Gaming and Liquor a stall will be set up to provide free soft drinks to designated skippers. RoadWise will be promoted at the *RoadWise Skippers Club* with information and free give-a-ways available to patrons.
- Bottle opener key rings printed with the slogan 'don't drink and drive' will be given out to people at the RoadWise/Skippers Club stall.
- Even those people who do not actively participate in wine tastings at the Fine Wine and Food Fair will be encouraged to remember the 'don't drink and drive' message in take home a reminder through the bottle opener key rings. The key rings, with the message 'don't drink and drive' will promote responsible driving whenever the person uses their car keys.
- People will be encouraged to have free 'breath testing' and experience the effects of alcohol on vision using the 'fatal vision goggles'. It is hoped that people will use the breath testing facility before they choose to drive.
- The RoadWise Skippers Club will encourage people to call for a taxi instead of attempting to drive home by promoting a free taxi phone located at the Pagoda Hotel during the event.
- Working closely with, and gaining support from local businesses and participating wineries will improve the effectiveness of the campaign. RoadWise will maintain an active presence at many of the events run during the Fiesta period. This will be done through advertising campaigns promoting RoadWise messages. The advertising campaign will focus on the 'pick a skipper' slogan and promote alternative transport to get to the event in order to prevent people having to drink and then drive to get home.
- All strategies listed above will be reinforced by verbal announcements from the main entertainment stage throughout the event.

is wholly sponsored by the City of South Perth and through the RoadWise grant awarded to the City.

5. Conclusions and Recommendations

Were there any major obstacles with the project?

- Yes
- No

If yes, what were they?

Do you have any suggestions for overcoming them?

- Yes
- No

Please provide details:

Based on your evaluation make some concluding statements about your findings and make any recommendations about how the project could be improved.

In general the don't drink and drive campaign was extremely successful. Many people found the alcohol breath tester a really great idea. Event participants found that it was useful to see how many drinks it actually takes to blow an alcohol reading higher than the legal limit. A number of people opted against driving home after blowing high blood alcohol readings. The 'skippers club' attracted a large number of people and 10% of event participants completed the RoadWise competition on drink driving, again many people were surprised to learn that the only thing that will lower blood alcohol content is time, not food or coffee.

6. Signature of Project Officer

Name: Jarrad Scott

Organisation: City of South Perth

Signature:  _____ **Date:** 1st November

Please return by email to:

Community Road Safety Grants Officer

Email: roadwise@walga.asn.au

Copy up to roadwise@walga.asn.au