



## FAQs

### **Who has created this project?**

Sandra Cook and Kerry Sunderland are the co-founders of Journey Beyond Road Trauma. Kerry and Sandra joined forces in late 2007 after working together on a documentary called 'The Burning Season'. In Feb 2008, they formed a new company called Online Story Exchange to oversee production of the first stage of the project.

### **Sandra Cook - BIO**

Sandra travelled extensively in developing countries for almost six years. In 2002, after working in Mexico as an underwater camera operator, she returned to Australia to study Media and Production at Hamilton College, South Australia.

She began freelancing in the film industry in the camera department, working on documentaries, feature films and TVC's. Sandra's role has varied according to the project.

In 2003, Sandra directed a community service announcement on sexual assault that was broadcast nationally. Sandra was also director/DOP on a short documentary which screened at the 2003 St Kilda film festival.

Sandra then began working in the documentary sector. She has worked on the feature documentaries 'The Burning Season' (2008, in Borneo), 'Show Me the Magic' (Upcoming, in New Zealand), and 'The Future of the Forests' (Upcoming, in Papua New Guinea).

Sandra's personal encounter with road trauma inspired her to create this site so that people can evoke positive change. After developing a traditional TV documentary on her family's experience, she decided to clamber over all the roadblocks she encountered and embrace a multiplatform approach instead in order to reach a larger and more diverse audience.

### **Kerry Sunderland - BIO**

Kerry Sunderland has worked as a researcher, professional writer and interactive media producer since 1990, when she completed a Bachelor of Arts at RMIT. In 1993, Kerry attained a Graduate Diploma in Evaluation from the University of Melbourne. She has also successfully completed a number of short courses in both traditional and interactive screen writing at the Australian Film Television and Radio School.

After spending 18 months living and working in the United Kingdom in the late 90s, Kerry started her own business, Evolve Media Consulting, at the end of 1999.

Kerry has researched and written for magazines, web sites, education curriculum, training materials, CD games and, more recently, multi-platform documentaries which are produced for the big screen, television and online delivery.

She is currently managing editor of the monthly magazine RESEARCH NEWS and has written feature articles for a wide range of publications including INSIDE FILM, METRO, HR MONTHLY and AUSTRALIAN EDUCATOR.

The majority of her words are still destined for print, although the remainder are increasingly finding their way to digital platforms like broadband sites and DVD.

Kerry produced the web site for the Australian International Documentary Conference in 2003 and, since then, has specialised in producing documentary web sites and DVDs.

In conjunction with Hatchling Productions, she secured funding for the web site to accompany the award-winning documentary THE MAN WHO STOLE MY MOTHER'S FACE, then oversaw interface design and the production of all content ([www.themanwhostolemyothersface.com](http://www.themanwhostolemyothersface.com)).

In early 2005, Kerry produced the web site for the multi-platform documentary I TOLD YOU I WAS ILL: THE LIFE AND LEGACY OF SPIKE MILLIGAN ([www.spikemilliganlegacy.com](http://www.spikemilliganlegacy.com)).

Her latest online documentary is THE BURNING SEASON (2009) at [www.theburningseasonmovie.com](http://www.theburningseasonmovie.com).

Kerry is currently developing and producing several new cross-platform documentary projects including Journey Beyond Road Trauma at [www.journeybeyondroadtrauma.org](http://www.journeybeyondroadtrauma.org).

She is a member of the Media Entertainment and Arts Alliance and a member of Northern Rivers Writers' Centre.

### **Where did the concept for this project come from and why did you do this?**

In Adelaide, at 7:15am on Thursday the 11th of March 2004, Sandra's father was critically injured on a suburban road when driving to work. He didn't die at the scene. He was taken to hospital and died 11 days later when the family made the agonising decision to turn off his life support.

Exactly one year after the crash, as a way of coping, Sandra decided to start filming her family. She wanted to document not only her family's grief and shock, but primarily their search for justice as the cogs turned ever more slowly in what seemed to be an endless, impersonal and ineffective legal system.

Her family had no idea what caused the accident. The driver who caused the crash was charged with 'Causing death by dangerous driving', but it would be over two and a half years before the family sat in a courtroom and began to piece together the story of that fateful day. All they knew was that a woman on her way home from working night duty as a nurse crossed the median strip from the other side of the road and hit her father's car head on.

At the trial they learnt that the driver suffered from chronic knee pain and as a result was taking more than 1200mg of morphine a day, which is a bigger dose than what is typically prescribed to a terminally ill cancer patient.

As the story unfolded, the family's relationship with the driver became complicated and disappointing when verbal promises that were made in a Restorative Justice conference were not honored. Sandra stopped filming; the documentary became a story she didn't want to tell. She didn't have a happy ending so she put all the tapes in a carton and stashed her vision in the back of a cupboard.

But, over time, Sandra recognised that the art form of documentary filmmaking is changing rapidly, with the single approach of a 'one-hour documentary for television' becoming a notion of the past. As digital media platforms converge, documentary makers need to tell stories in innovative ways, engaging the wider web audience.

A year or so after Sandra officially quit, she began to contemplate how the project could work online and engage the thousands of other people affected by road trauma. It was at this point, about three days before Christmas in 2007 that Sandra teamed up with multi-platform documentary writer/producer Kerry Sunderland who she had met while working on 'The Burning Season'.

Fortunately, soon after, Sandra and Kerry were accepted into the Australian Film Television and Radio School's Laboratory of Advanced Media Production (LAMP). It was the best thing that could have happened for the project. In February 2008 Kerry and Sandra travelled to the beautiful town of Marysville, Victoria to attend LAMP. At LAMP, under the mentorship of Australian and International digital media experts, they developed and workshopped the project with the most bright, witty, clever and creative minds. The live-in workshop was almost a year to the date before the tragic Black Saturday fires.

After LAMP Sandra and Kerry set out to research how the project could be an effective tool in road safety education.

### **Where has the funding come from for this project?**

When Journey Beyond Road Trauma was in the very early stages of development it was accepted into the Australian Film Television and Radio School's Laboratory of Advanced Media Production (LAMP). In February 2008 Kerry and Sandra travelled to Marysville Victoria to attend LAMP. At LAMP, under the mentorship of Australian and international digital media experts including Gary Hayes, Anthony Eden, Laurel Papworth and Matt Costello, they developed and produced an Electronic Proof of Concept (EPOC) for the web site.

It was this EPOC that enabled Sandra Cook and Kerry Sunderland to secure development funding from the South Australian Film Corporation. Kerry and Sandra subsequently received a \$100,000 grant through Screen Australia's Cross-Platform Digital Media Production Fund.

The project is also sponsored by the Royal Automobile Association (RAA) and has received a grant from the Alcohol Education and Rehabilitation foundation.

Online Story Exchange has also partnered with The Documentary Australia Foundation, which is endorsed as a Tax Concession Charity.

Sandra and Kerry are looking for more sponsors.

### **What makes this site different from other social networking sites?**

Unlike other social networks, this site will be an online sanctuary specifically designed for those affected by road trauma, giving them a creative space in which they can express themselves, move through the grieving process, share their stories and develop resilience.

### **Who is this site for?**

The community is for anyone who is affected by road trauma. Obviously that includes people who have been seriously injured and those who now care for them and the friends and family of those who have passed away. The community also includes anyone who has been affected by road trauma in their work, such as emergency workers, lawyers and health professionals. The audience also includes anyone who can educate or be educated about road trauma.

### **How can this online community help with road safety education?**

Journey Beyond Road Trauma will give voice to tens of thousands of Australians and, in turn, will help all other Australians to understand the impact road trauma can have and why they should personally commit to safe driving.

Kerry and Sandra spent a year researching and meeting with some of Australia's pre-eminent road safety experts to learn how this project could be effective in road safety education. Those experts include:

- Lachlan McIntosh AM, Asia Pacific Director of the International Road Assessment Program (iRap) and Chairman of the Australasian College of Road Safety
- John Goldsworthy, Department of Infrastructure, Transport, Regional Development and Local Government
- Professor Barry Watson, Centre for Accident Research and Road Safety - Queensland (CARRS-Q).

Journey Beyond Road Trauma is built on the desire to spread awareness about safe driving practices and there is evidence that the power of the personal story is an effective road safety teaching method. For example, Queensland Transport ran a television commercial featuring the story of paraplegic Nick Benjamin. Market research following the campaign launch found that 86 per cent of the target audience said his story would make them reconsider drinking and driving. Journey Beyond Road Trauma is a resource that can be used to complement existing road safety education programs in schools where students can witness and engage with hundreds of personal and powerful personal stories of the different types of road trauma. In essence, Journey Beyond Road Trauma is a platform that enables road safety education to move into the 21st century and is presented in a medium that today's students find particularly engaging.

Journey Beyond Road Trauma also provides a platform where individual members can collaborate as a community and become active campaigners for road safety. Journey Beyond Road Trauma is also following the Mothers against Drunk Driving (MADD) model. From its humble beginnings 25 years ago, MADD has evolved into one of the most widely supported and well-liked non-profit organisations in America. What began as a handful of mothers with a mission to stop drink driving has evolved to be an educated and effective group of road safety campaigners. These mothers, with the guidance of road safety experts, have now helped save thousands of lives. Professor Watson sees our community as a place where road safety experts can educate and guide distraught grieving people to really make a difference.

In addition to those mentioned above, Journey Beyond Road Trauma, can help with road safety education by:

- The community includes stories of drivers who cause crashes and the effect it has had on their lives. These powerful stories will act as a deterrent.
- Current road safety campaigns e.g. Fatality Free Friday will become more widespread and known Australia-wide as they network within the community and find passionate volunteers who can help promote their cause.
- As content is driven across platforms, i.e. articles in newspapers, radio, magazines, film festivals, TV and online news portals, the effects of road trauma will be made visible and awareness about the issue will be raised.

### **What kind of support are you getting for this campaign?**

The support so far has been incredible. These are some of the responses we received within a few days of the site going live.

"Firstly congratulations on the site – it is a truly wonderful example of social networking and a well needed resource for those grieving the death of a loved one or the impact of road trauma on a person's life."

*Anne Wicking, CEO Compassionate Friends VIC*

"I congratulate you on this - yet another - concrete step towards fulfilling your dream. Despite your own pain and anguish, you have persisted with your aspiration to help others touched by road trauma. Your dream is no longer just a seed that you are endeavouring to plant in the minds and hearts of many, like me. May your seed grow into a might gum with roots that reach deep to provide

support to those who need it; may its trunk broad and solid to mark an outstanding place for people to meet; and, branches that stretch long to shade those who need a place to seek solitude and comfort.”  
*Michael O'Connell, Commissioner for Victims' Rights*

### **How could partner organisations use the website?**

Journey Beyond Road Trauma is not formally affiliated with any other organisation, nor is it competing with existing organisations in any way.

We do not intend to divert resources from the work of any existing road trauma group or initiative. In fact, it is one of our objectives to complement the activities of existing road trauma groups and initiatives, and connect people with services in their local area.

Within the site, we hope other road trauma groups will freely use the community to:

- \* Add their organisation to the support services directory
- \* Create a group for their organisation
- \* Promote their services
- \* Promote their real-world events
- \* Lead forum discussions

We encourage other road trauma support groups and road safety organisations to link to our website from their own sites and also to use the site to extend the education programs they run.

We hope community groups will take advantage of our online community and use it to network with clients and other services, post events and information. By creating their own group within the community, when a member of their group has posted a new topic or event on the site, the members of this group are alerted by email. This allows members to stay up to date and informed.

In return, we ask that these organisations promote our community to their existing networks in meetings, email alerts and newsletters.

### **How can you see this project (the online community) grow?**

The Journey Beyond Road Trauma site has been launched as a beta (trial) version and by Easter 2010 the site will be officially launched, completing Stage 1 of the project.

Sandra and Kerry are still looking for corporate sponsors, donors and philanthropic groups to make financial contributions to build stage two of the site.

Some of the features of Stage two include:

- A road safety campaign section where community members will find campaign resources, event organising tools, online petitions and downloadable templates for petitions and letters. The campaign section will also include educational advice from road safety experts who will interact with community members via live chats on road safety, news feeds, statistics and links.
- A memorial book creation tool that enables community members to create hard copy publications.
- A community calendar framework for events around the world which involve road safety education etc, and also one for fatalities and serious injuries so that each photo combines in real time to form a mosaic on the days the fatalities and serious injuries occurred.
- Employing a full time community manager who will organise weekly grief counseling sessions, or other guests including road safety experts, lobbyists or politicians, or aspiring Paralympians.
- An online shop where people can buy books and documentaries on issues such as grief and bereavement, lobbying, and inspirational campaigns.

Journey Beyond Road Trauma is registered with the Documentary Australia Foundation, giving the project deductible gift recipient (DGR) status. This means that all grants to the project are tax-deductible, like a charity donation. Whether you represent a foundation, a corporation, a company, or you're just one concerned individual, you can make a tax-deductible philanthropic donation to the Journey Beyond Road Trauma.

### **How can support groups or individuals tell their members about the online community?**

In the press kit section, there are downloadable high resolution flyers in A4 and DL size. Anyone can print as many of these out as desired and take them to their local group, pin up at their workplace, school, shopping centre, community centre and so on to help spread the word.

### **Follow us on:**

Facebook

<http://www.facebook.com/pages/Journey-Beyond-Road-Trauma/288227739012?ref=mf>

myspace

<http://www.myspace.com/journeybeyondroadtrauma>

Twitter

[http://twitter.com/JB\\_RoadTrauma](http://twitter.com/JB_RoadTrauma)

### **CONTACT**

Sandra Cook – Director / Producer

p: 0413 146 013

e: [sandracook@onlinestoryexchange.com](mailto:sandracook@onlinestoryexchange.com)

Michelle Kelly – Online Marketing Co-ordinator

p: 0431 011 050

e: [michellekelly@onlinestoryexchange.com](mailto:michellekelly@onlinestoryexchange.com)