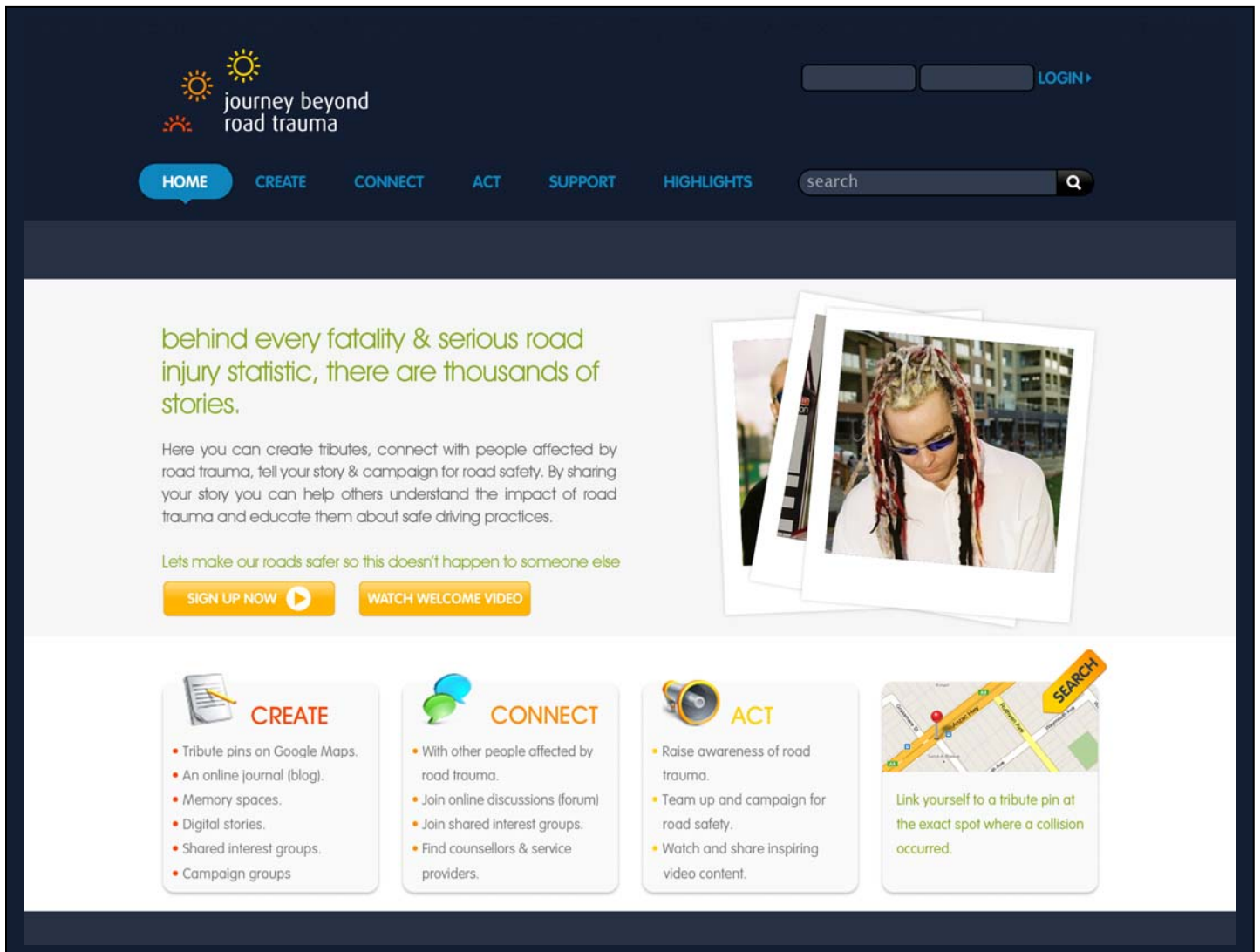


JOURNEY BEYOND ROAD TRAUMA – OFFICAL PRESS KIT

www.journeybeyondroadtrauma.org



SYNOPSIS

In Australia there are about 1600 deaths on our roads every year. Alarmingly, another 140 people are seriously injured every day. Behind every fatality and serious injury statistic, there are thousands of stories. Journey Beyond Road Trauma is an online social network for collective healing, remembrance and positive action.

The web site features video content from documentary makers, compelling digital stories from community members and a variety of other forms of creative expression including images, audio and the written word. Unlike other social networks, this site is an online sanctuary specifically designed for those affected by road trauma, giving people a creative space in which they can express themselves, move through the grieving process, share their stories and develop resilience.

MISSION AND OBJECTIVES

Our goal is to unite those affected by road trauma and provide a safe, supportive and creative online space in which they can express themselves, move through the grieving process, share their stories and develop resilience. In doing so, the site will become a resource that can be used to educate the public about road safety.

The objectives of Journey Beyond Road Trauma are to:

- Create a space where those affected by road trauma can find understanding and empathy, a social network of support, a way to connect, a place to remember and tools to be positive and proactive
- Harness the power of the personal story and use it to educate others about safe driving practices and increase the safety on our roads
- Give community members a platform to conduct their own road safety campaigns and as a community collectively work together to make sure our roads are safer so this doesn't happen to someone else
- With the permission of the community member who has created the content, deliver stories from this website across other platforms to serve to increase the public's awareness of the effects of road trauma
- Complement the activities of existing road trauma groups and initiatives and connect people with services in their local area
- Create a brand that is synonymous with efforts to support people affected by road trauma in the same way the 'Pink Ribbon' now instantly represents support for women living with breast cancer.

DIRECTOR'S STATEMENT

Journey Beyond Road Trauma is a project that unites those affected by road trauma and nurtures storytelling and creative expression in the digital realm. It is an online social network and documentary project, featuring video content from documentary makers, compelling digital stories from community members and a variety of other forms of creative expression including images, audio and the written word. 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.

Each and every year thousands of people are affected by road trauma. The ripple effect of each and every crash is incalculable. Grief from either a serious injury or a fatality is a uniquely personal experience and everyone approaches it differently. Often grief divides families and behind the walls of many suburban houses are countless people battling their way through grief alone.

I wanted to create this online community because I know what it feels like to be completely broken and anchorless. Grief is hard, long and boring. There is no way around it, no short cuts, no bypasses. When Dad died I was desperate to talk to people who understood what I was going through. I even left notes on roadside shrines, asking people to contact me.

The more people I met, the more I understood that they, like me felt voiceless, and that they, also like me, were passionate about making a difference, so this didn't happen to someone else. Within our society, there is a tremendous need for a community that brings together people who have been affected by road trauma.

Apart from writing three lines for an obituary in the local newspaper – or perhaps experiencing fifteen seconds of fame on the evening news outside the courtroom - families that have lost someone in a road fatality or experienced the life shattering affects of a serious injury, have no where to tell their story. People experiencing road trauma can feel voiceless, when they often have so much to say.

Built on the desire to spread awareness about safe driving practises, the community can work together to promote a very personal message of road safety. Each and every crash that occurs on our roads is avoidable. Journey Beyond Road Trauma provides a platform where individual members can channel their grief into positive action, collaborate as a community and become active campaigners for road safety.

My co-producer, Kerry Sunderland, and I are committed to empowering members to effect positive social change. Publicised road statistics rarely include the number of serious injuries and most car fatalities are nothing more than a minor item on the evening news or a few column inches in the newspaper. As a society, people are immune to the ripples of destruction that road fatalities cause. We hope that our community can raise so much awareness about the affects of careless driving that people actually start thinking about their responsibilities behind the wheel. The world would be a better place if people didn't get THAT knock on the door. We hope that one day this community is obsolete.

Our feature-rich community extends past the family and core friends of the deceased and those who have been seriously injured and the people who now care for them, to include those who are affected by road trauma in their work. It also includes anyone who can educate or be educated about road safety. The community offers an excellent opportunity for police, counsellors, rescuers, lawyers and others to participate in educating the community.

The project is built on interactivity and relationships; it is a great use of modern technology. It is much more than technology for the sake of technology. It has a purpose. It's hard to believe this has not been done before.

Grief takes you to a place where you realise nothing belongs to you. When someone has been injured or passed away, people need community more than at any other time in their life. This is the modern day community.

CREDITS

Producer/Director	Sandra Cook
Kerry Sunderland	Producer/Writer
Consultant Producer	Jeff Canin
Script Consultant	Vanessa Gorman
Editor	Carly Turner
Web Copywriter	Felicity Blake
Print Designer	Matt Davey
Design Consultant	Catherine Gleeson
Prototype Designer	Tamsyn Smyth
Social Networking Consultant	Stephen Collins
Online Marketing Co-ordinator	Michelle Kelly
Web Developers	Katalyst Web Design www.katalyst.com.au

CREDITS - RAA documentaries/ digital stories

Producer/Director	Sandra Cook
Producer	Kerry Sunderland
Camera	Chris Hertzfeld, Pete Hall, Sandra Cook
Sound	Les Francis
Editor	Carly Turner, Antony Cirocco, Andy Petrusevics, Jason Chong
Composer	Oonagh Sherrard

CONTACT

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