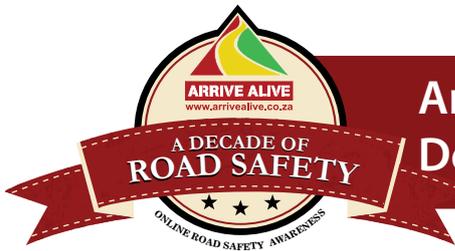


WWW.ARRIVEALIVE.CO.ZA
reflects on a decade of road safety





Arrive Alive.co.za reflects on a Decade of Road Safety Awareness Online

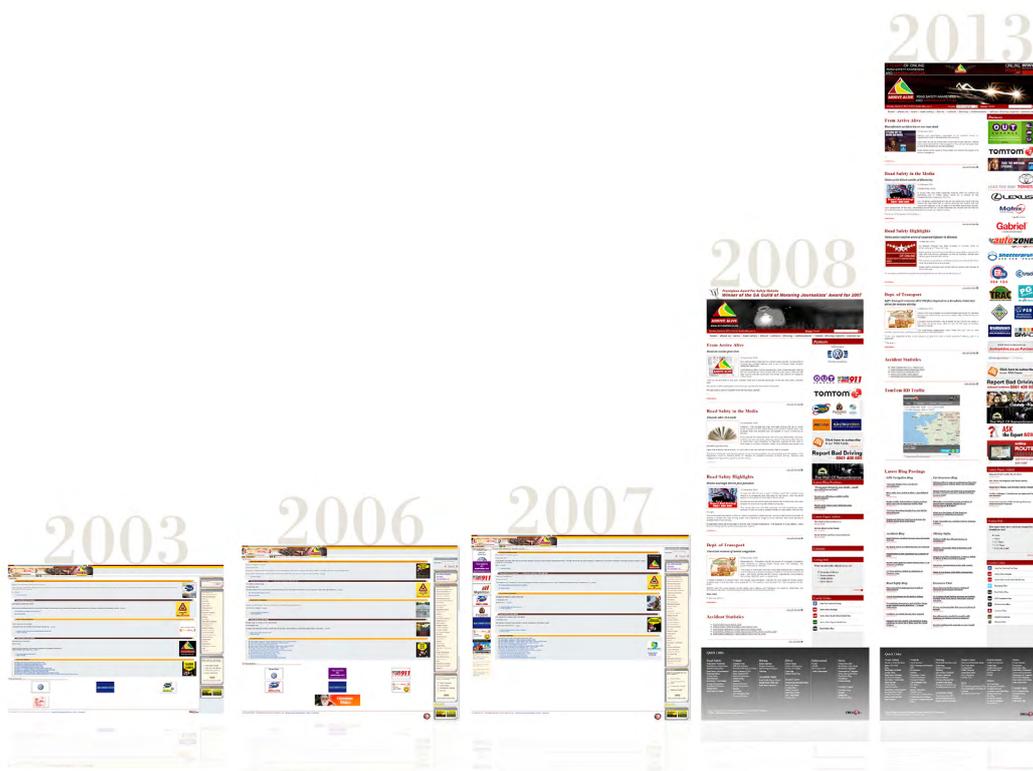
13 March 2013

It is with much gratitude and appreciation that we reflect on the past 10 years since the launch of the Arrive Alive road safety website on the 13th of March 2013.

It is important that we reflect and briefly analyse on efforts to create awareness of road safety online. We would like to do so by sharing developments during the past decade and also to focus on those facts which the public might not be aware of.



How did it all start?



On the 22nd of August 2002 I came across the Arrive Alive.com domain which at that stage was developed by a Mr Church whose son died in a car accident in the U.S. Having lost a parent in a car crash at the age of 2 years I believed I am capable of making a contribution through the development of the Road Safety website.

As there was no Arrive Alive website at that stage in South Africa I registered the domain and started doing research on possible content. Having read law and lectured in Criminal Law I believed that this would not differ much from a study guide and could serve as an information portal for those in need of road safety information.

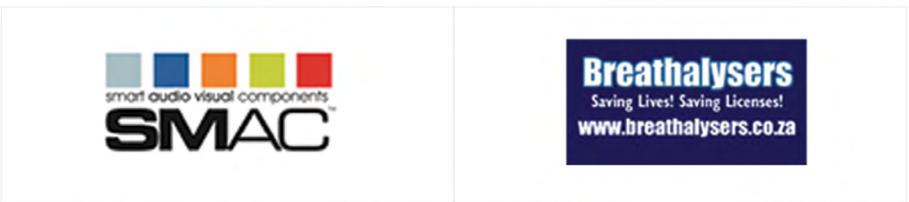


Interesting Facts about the Development of ArriveAlive.co.za

- The official Arrive Alive Logo did not appear on the website initially – we did not want to be seen as “Passing off” as the Arrive Alive Campaign and it was only after the Department of Transport requested that we use the official logo that this was included on the website.
- A letter was prepared and shared with the Director General of Transport to explain what the objectives were with the website and how we plan to achieve our goals of raising road safety awareness.
- The Department of Transport provided us with a Letter of Endorsement
- Not a cent of tax payer money is used to develop the website and other road safety portals and development is undertaken through a VAT Registered and tax paying entity!
- Development is done through the Close Corporation Restegrity Consulting and funding is generated through our road safety partners from the private sector.
- The ArriveAlive.co.za website is today supported by 3 road safety Blogs, 3 Insurance related Blogs and is a partner to the development of the MiningSafety.co.za portal.



These are our AMAZING partners that help make the Arrive Alive website possible!



Highlights during the Past Decade

There are many highlights and the following deserves mention:

- Road Safety Achievement Award 2007 by Guild of Motoring Journalists
- Mention in the New York Times ahead of the World Cup 2010
- Having the Arrive Alive website linked to official websites for international events such as SA2010.gov.za and the COP17 Conference
- Sharing information on road safety via Television, Radio, Printed Media and Online Media
- Ability to interact with thousands of concerned road users via email and to provide them with or direct them to possible assistance.
- Making friends with others who have shown a commitment towards road safety.
- Measuring the efforts and the favourable search results achieved on the major search engines.
- The Arrive Alive website attracted 480,000 visits during 2012.

Where and how does Development take place?

- Since the launch of the website there has always been one editor and a part time programmer and graphic designer.
- The website has been developed from the offices of Chillies Internet in Bloemfontein where I have managed to contract the part time services of a programmer and graphic designer.
- For the first 5 years development was performed part time and only since 2008 full time!

Some memorable moments of ArriveAlive



Development Team 2012



Rona Jonck



Dept. Of Transport Function



3 Talk with Noleen



Global Road Safety Partnership meeting



Road Safety Achievement Award



Make Roads Safe Conference



Radio Interview with RSG



Johan Jonck & John Smit



Accident Investigation Conference



ArriveAlive.co.za launch 2004



A pledge to Make Roads Safe



Opening of Highway Junction truckstop



Minister Radebe at Arrive Alive Launch 2004



Designing ArriveAlive.co.za



Johan Jonck & Ryk Neethling



What were the initial objectives with the development of the website?

In 2003 we described the vision as follows:
VISION OF www.arrivealive.co.za

The construction of the Arrive Alive website has been inspired by the efforts worldwide to promote road safety and the need for public awareness. The power of the internet as an educational tool cannot be disputed and the creation of a high quality information portal will complement the sterling work that has been done by the Ministry of Transport to date.

It is not the intention of the developers to divert any attention away from the Arrive Alive campaign or to pass-off as the official Arrive Alive website, but rather to enhance and provide more information on these and other international efforts to improve road safety.

It is the vision of the developers to construct an information portal to assist the following target groups:

- The Department of Transport
- Officials at the Arrive Alive Campaign
- Road users
- Tourists
- Students and scholars doing research projects on road safety.
- Private business in a variety of industries including motoring, trauma and healthcare, legal and insurance companies
- Victims of road accidents and their families

The above vision will be accomplished through a process of information collection from many institutional and private contributors, and the assignment of the relevant information to specific accessible and educational units.

The developers accept that no one entity has all the knowledge and that knowledge can only be shared through the unselfish contributions from people with expertise in a wide variety of fields. The developers are dedicated to find the content required for the promotion of road safety and welcomes any recommendations and advice. Many other website developers have been and will be consulted and their efforts recognized."

We remain committed to these objectives!

What have been the major challenges?

- Time / Manpower and Funding

As a non- Government funded initiative the development depends on the ability to fund all the costs involved. The past 10 years have seen personal funding, corporate funding and lots of commitment and dedication making this possible.

When the economy takes a dip it is easy to understand that social responsibility might not be the highest on the agenda and corporates has to focus rather on aspects such as job security. We are grateful for all those partners who have at different stages and for different periods of time been partners in the development.

In 2004/2005 a monthly contribution of R15,000 per month from October 2004-March 2005 was budgeted for by the Department of Transport but NO such funding was received.

The fast developing world of the internet and social media through Blogs, Facebook, twitter and other mediums have provided significant opportunities but also additional strain on what is required to maintain a professional information portal on road safety.

ARRIVE ALIVE PR 2004/2005

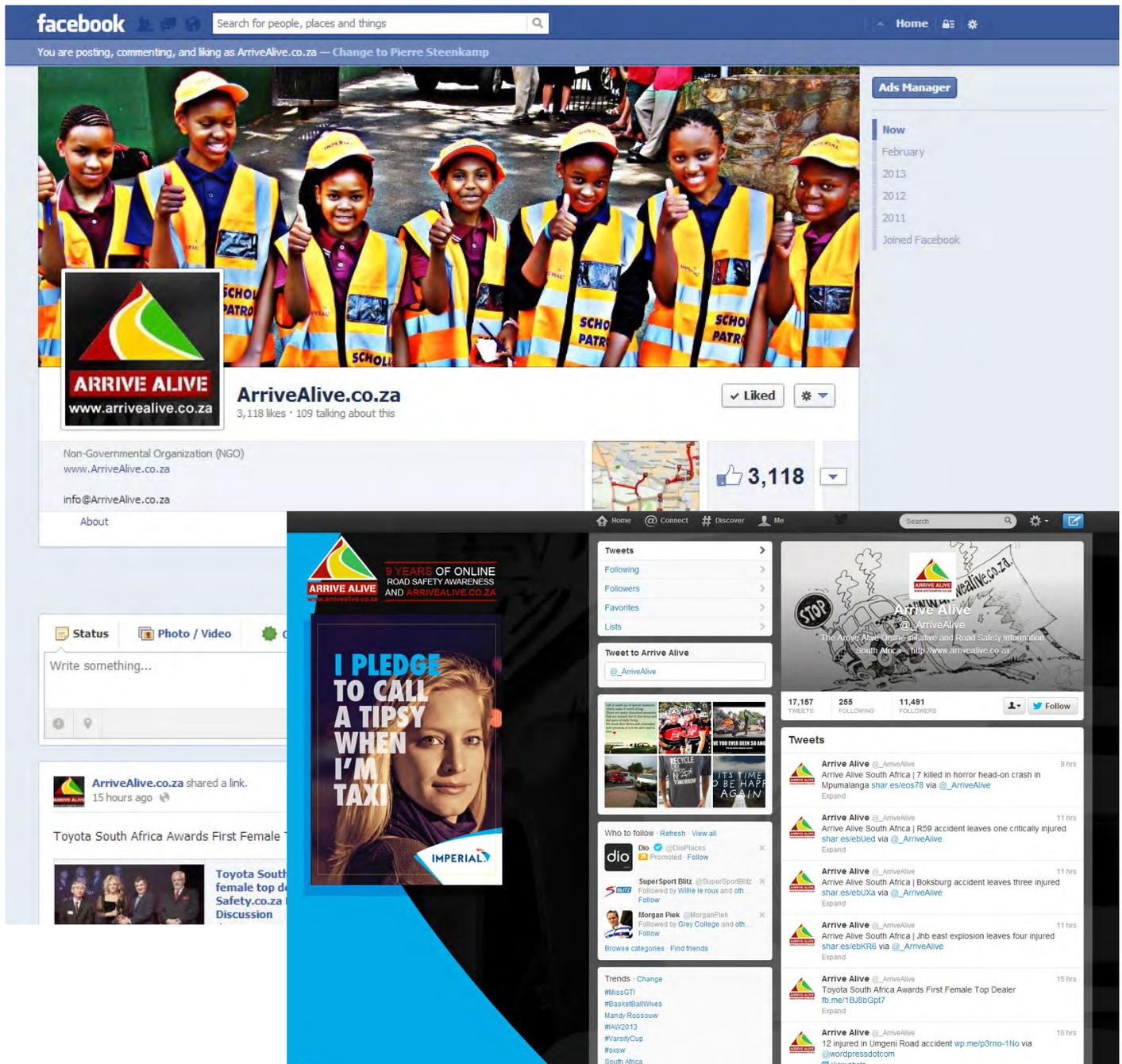
2.2. The timing and budgets of the public relation activities are as follows:

Issue	Oct '04	Nov '04	Dec '04	Jan '05	Feb & Mch '05
Media visits	R 15 000				
PR – release, liaison, etc	R 55 000	R 55 000	R 90 000	R 55 000	R 110 000
Media monitoring	R 4 000	R 4 000	R 4 000	R 50 000	R 8 000
Arrive Alive website	R 15 000	R 15 000	R 15 000	R 15 000	R 30 000
Print & promotional items	R 100 000	R 100 000	R 20 000	R 50 000	R 150 000
Exhibitions (material)	R 200 000				
Road safety journo of the year	R 10 000				
Driver of the Year Competition	R 85 000				
Sponsorship event	R 130 000				
Niyabonwa campaign	R 275 000	R 500 000	R 530 000		
Lights on Campaign					
Slay Alert Stay Alive inserts	R 350 000	R 175 000			
Launch Project E-force		R 35 500			
Truck vinyl posters		R 90 000			
Minister's radio message		R 10 000	R 90 000		
CASA Project			R 15 000		R 15 000
World Remembrance Day		R 150 000			
Media flights			R 10 000		
Vodacom Road Show			R 200 000		
Launch Rd Safety Ambassadors			R 25 000		
Call Centre campaign				R 350 000	
Wrap up of festive campaign				R 15 000	
Refectorise pedestrians				R 500 000	
Launch Easter Project					R 20 000
Total	R 4 840 500	R1 239 000	R1 234 500	R999 000	R1 035 000

Proposed Marketing Budget 2004-2005
 Funding not received as proposed above.



To raise road safety awareness online we could not shy away from these mediums. Facebook was launched in 2004 and Twitter in 2006 and today the Arrive Alive website has an online presence via these mediums:



- Changing and Challenging environment

Not only has the online environment changed during the past decade but also the local and international road safety environment. It remains a challenge to build relationships and share strategies in an environment where there are constant changes amongst the decision makers.

During the past decade there has been 4 Ministers of Transport, numerous Director Generals and spokespersons on road safety. The Road Traffic Management Corporation was incorporated in terms of Section 3 of the Road Traffic Management Corporation (RTMC) Act, No. 20 of 1999, but only commenced with the preparation of a Business Plan and Strategy for its operationalization in April 2005. The RTMC has also seen several CEO's and Acting CEO's

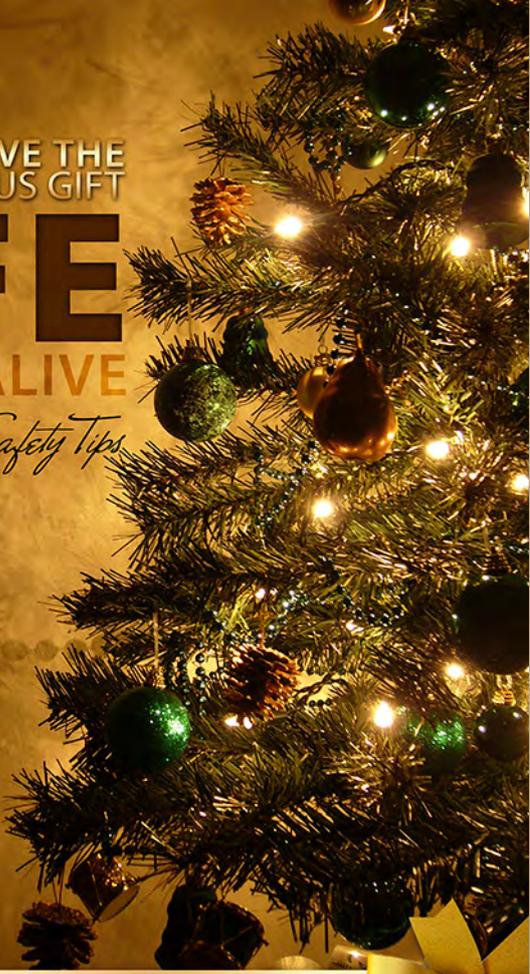


THIS YEAR GIVE THE MOST PRECIOUS GIFT

LIFE

ARRIVE ALIVE

Festive Season Safety Tips



Brought to you by www.arrivealive.co.za
in partnership with www.miningsafety.co.za



Road Safety Tips for Easter 2012

brought to you by www.arrivealive.co.za



Arrive Alive this Easter!

ROAD SAFETY WITH A CAUTIOUS SMILE

for the Festive Season 2012



Brought to you by www.arrivealive.co.za
in partnership with www.miningsafety.co.za



ARRIVE ALIVE
www.arrivealive.co.za

ONLINE REPORT 2012



9 YEARS OF ONLINE ROAD SAFETY AWARENESS AND ARRIVEALIVE.CO.ZA

Internationally the United Nations has in the past few years provided excellent guidance on road safety through the Make Roads Safe Campaign and the Decade of Action for Road Safety. Locally there has been a number of new NGO's and Road Safety Organizations each specializing in specific fields to road safety.

We remain committed to close cooperation with the Department of Transport, the RTMC and other road safety organizations and initiatives.

What have been the major lessons learnt?

Nobody can be involved in a project so personal without also gaining a few important lessons for the future. I would like to refer to some of these lessons by using 2 quotes:

"There is no limit to your success if you don't mind who receives the credit..."

"Look after the facts and the law/ justice will look after itself!"

It has always been important to recognize from the start our own strengths and weaknesses. Not one person is an expert on all fields and we need to identify where and how to gain the expertise required – and then to recognize that expertise. Road safety should never be about personal egos but rather close cooperation and recognition to others who can make a meaningful contribution!

It is also important to understand that not everyone will share your vision or the manner in which you strive to achieve your objectives. You may be criticized for not doing something in the same way another might do it - but as long as you can accept criticism, consider and debate any differences we are ok. There may also be unexplained antagonism brought about by personal egos – as long as you can defend your actions by ensuring that you have the correct facts to your disposal you will not be side-tracked by the resulting negativity.

Evaluation

Through the development of the Arrive Alive website we strive to meet only one or two of the E's required for road safety. These E's are Engineering, Education, Encouragement, Enforcement and Evaluation. To reduce deaths and injuries on our roads a committed effort is required to all of these aspects. We cannot perform the engineering, the enforcement or the evaluation – but we can measure whether we are making a contribution towards Education and Encouragement!

The best about developing a road safety information portal is that it is easily measured and tracked online! We can do a Google search to find whether information is easily available to the public and we can use the tools of analytics to measure visitor numbers. Nobody should be able to say that he/she did not know!

Volume of Work and Dedication:

A snapshot could provide some insights to the volume of work on the Arrive Alive website and Blogs:

Website:

www.arrivealive.co.za

Pages of Content: 466 Pages

Media releases, Crash/ Accident Reports

- From Arrive Alive 3767 Reports
- Road Safety in the Media 3250 Reports
- Road Safety Highlights 1660 Reports
- From the Department of Transport 1244 Reports

Road Safety Blogs

- Roadsafety.co.za: 2558 Blog Posts
- Roadsafety.wordpress.com: 1809 Blog Posts
- Accidents.co.za: 1513 Blog Posts

Facebook

- Followers: 3180

Insurance Blogs

- Carinsurance.arrivealive.co.za: 859 Blog Posts
- Insurancechat.co.za: 633 Blog Posts
- GeselsVersekering: 231 Blog Posts

Twitter

- Followers: 11 493
- Tweets: 17 162

For a more comprehensive overview of on activities and exposure in the printed and other media visit the Arrive Alive website for the Yearly Reports. *(The reports can be found under the About Us Tab)*



Cooperation and Recognition



MINISTRY: TRANSPORT
REPUBLIC OF SOUTH AFRICA

Private Bag X180, Pretoria, 0001, Tel: (012) 309 3131, Fax: (012) 325 3184
Private Bag X8128, Cape Town, 8000, Tel: (021) 468 1280/4, Fax: (021) 461 5848

Johan Jonck
P O Box 12812
BRANDHOF
9324

Ref No: LTR 024/04
Enq: Wendy Watson
Tel No: (012) 309 3347
Fax No: (012) 325 5680

Dear Jonckie,

SUBJECT: LETTER OF APPRECIATION

Thank you so much for the very important contribution that you have made to the Arrive Alive campaign this festive season. I know that your web site is accessed by the public on a regular basis and I am certain that your hard work has enabled people to become more informed about Road Safety and the consequences of unsafe behaviour.

Only with collaboration between the public and private sectors can we hope to improve the situation on our roads. The Arrive Alive web site, together with the Government initiative as part of the Road to Safety strategy is an excellent example of this coordination, working well and effectively.

You contributed to the saving of many lives, one of which may have been yours, or a member of your family or community. Every life lost is one too many. Every serious and disabling injury affects a family for years. Thank you for all you have done to reduce this trauma.

Yours sincerely,

WENDY P WATSON
GENERAL-MANAGER: LAND TRANSPORT REGULATION



TOMTOM





DEPARTMENT: TRANSPORT
REPUBLIC OF SOUTH AFRICA
Private Bag X193, Pretoria, 0001
Forum Building, cor Struben and Bosman Streets, Pretoria

TO WHOM IT MAY CONCERN

ARRIVE ALIVE WEBSITE

Although the Arrive Alive Website is a privately owned initiative, managed and funded by individuals and companies in the interest of road safety in general, the Department of Transport (DoT) greatly appreciates this initiative.

The Arrive Alive Website is an invaluable and extremely useful source of information on matters related to transport and issues including road safety in the broadest sense of the word.

This Website records more than 450 000 impressions per month and is utilized not only by the DoT, but various other role players, stake holders, government and transport officials, interested parties, researchers, journalists, students and learners worldwide.

This site is also regarded by Goggle, the international acclaimed search engine, as one of the top five in the world.

The South African Government, especially the DoT, is indebted to Advocate Johan Jonck, initiator and owner of the Arrive Alive website, for his tremendous contribution to a national and international course.

We support and endorse his efforts whole-heartedly.

Yours sincerely

Antelope
Mr NTAU LETEBELE

Director: Campaigns Management

02 February 2007



ONLINE ROAD

AWERNESS

WWW

WWW.ARRIVEALIVE.CO.ZA
ROADSAFETY.CO.ZA



Appreciation and Recognition

A decade of raising awareness online would not have been possible without the assistance of dedicated people, family, friends and road safety partners.

A special mention of recognition and appreciation to the following for assistance received:

- National Department of Transport and the RTMC
- All our road safety partners for funding, content and words of encouragement!
- Other road safety organizations, NGO's and road safety initiatives.
- Chillies internet and personnel during the past decade - especially for the past few years to our programmer Charl Wilson and graphic designer Pierre Steenkamp.
- Journalists, reporters and all those in the television, radio, printed and online media who have shared information from Arrive Alive.co.za with a wider audience.
- Internext for hosting and Havenga Rossouw and Viljoen Auditors for financial controls. A special mention to our very first road safety partner DigiCore who, through the CEO Mr Nick Vlok expressed his support in 2003, and who has been a partner to the development for 117 months!

Conclusion

It has been a privilege to be so closely involved for the past decade in road safety – something I am very passionate of! To express something more personal I would like to quote from the movie "The Emperor's Club"- "No matter how much you might have conquered – If you have not left behind a contribution – it is all meaningless..."

The development of the Arrive Alive website and other road safety portals have enabled us to make a contribution – and if a loss of life or injury has been prevented through the awareness created this has all been worthwhile! We look forward to the continued creation of road safety awareness online!

