

For many years, driver instruction programs have been widely available in Australia. Programs include those that offer basic driver safety information and advice, driver licence training, and advanced driving skills and training. The AAMI Skilled Drivers program, established in 1982, is designed to provide drivers under 25 with insights into their own limitations and raise awareness about issues they may face on the road.

### FAST FACTS

Designed and developed especially for young drivers, AAMI Skilled Drivers aims to give participants insights into their own limitations and motivate them to drive more safely, rather than teach advanced car-control skills.

Established in 1982, the not-for-profit AAMI Skilled Drivers program operates at specialised facilities in most Australian capital cities: Adelaide, Brisbane, Canberra, Hobart, Melbourne and Sydney.

### ABOUT AAMI SKILLED DRIVERS

- AAMI Skilled Drivers is available only to licensed drivers under 25.
- The course is taught over one day via a combination of theoretical discussion in a classroom and practical experience undertaken in participants' own cars.
- Practical exercises are conducted at low speeds under the supervision of expert trainers – a trainer is in the car during all practical exercises.
- The course is free to AAMI policyholders under 25, as well as licensed drivers under 25 whose parents or grandparents hold an AAMI comprehensive car insurance policy – others may complete it for \$165.
- On completion, participants qualify for a 10 per cent discount on AAMI comprehensive car insurance each year until they turn 25.
- AAMI Skilled Drivers is AAMI's longest-held and most substantial sponsorship investment, whereby AAMI contributes approximately \$1.5m annually to training for licensed drivers under 25.
- Approximately 50,000 people have completed the AAMI Skilled Drivers program since its inception in 1982.

### SUMMARY OF RESULTS OF AAMI SKILLED DRIVERS PROGRAM

- Most people (82 per cent) who participated in the AAMI Skilled Drivers program said they were likely to change how they drove in the future (source: Sweeney Research 2006).
- Of the participants who said they were likely to change how they drove in the future, 66 per cent said they would increase their following distance and 40 per cent said they would decrease the speed at which they drove (source: Sweeney Research 2006).
- Most participants (81 per cent) said they would be very likely to recommend AAMI Skilled Drivers to a friend (source: Sweeney Research 2006).
- The AAMI Skilled Drivers program won the 2001 Industry Award by the Queensland Road Safety Award Scheme, a joint initiative of the Royal Automobile Club of Queensland and Centre for Accident Research and Road Safety in Queensland.
- In 2004 and 2006, AAMI Skilled Drivers was a finalist in the 'Services to the Community Award', Australia and New Zealand Insurance Industry Awards.

### YOUNG DRIVERS AND DRINK-DRIVING

- 14 per cent of young drivers believe that it's OK to drink and drive after a few drinks, so long as they feel capable (source: *2007 AAMI Young Drivers Index*).
- 35 per cent of young drivers say they have driven when probably over the drink-drive limit (source: *2007 AAMI Young Drivers Index*).
- Almost two-thirds of young drivers (60 per cent) say that after a night of heavy drinking, they have been concerned that they have been over the limit when driving the following day (source: *2007 AAMI Young Drivers Index*).
- 18 per cent of young drivers admit they have sometimes taken a different route to avoid being breathalysed (source: *2007 AAMI Young Drivers Index*).

### YOUNG DRIVERS AND SPEEDING

- 19 per cent of young drivers admit they sometimes ignore restricted speed limits, such as on suburban roads and outside schools (source: *2007 AAMI Young Drivers Index*).
- 18 per cent of young drivers admit to speeding most of the time (source: *2007 AAMI Young Drivers Index*).

### YOUNG DRIVERS AND RISK-TAKING

- 32 per cent of young drivers often use their mobile phone without a hands-free kit (source: *2007 AAMI Young Drivers Index*).
- Three-quarters of young drivers (75 per cent) admit they have sent or read a text message while driving (source: *2007 AAMI Young Drivers Index*).
- 20 per cent of young drivers have been distracted while using their MP3 player while driving (source: *2007 AAMI Young Drivers Index*).
- 58 per cent of young drivers have lost concentration while changing a CD, tape or radio station (source: *2007 AAMI Young Drivers Index*).
- Six per cent of young drivers admit they sometimes have more people in their car than there are seatbelts (source: *2007 AAMI Young Drivers Index*).