

Capability Statement 2024



# Making Australian roads safer through effective driver education and training.



# Every day, we drive change in the attitudes and behaviours of road users, **not just teaching them why to drive safely, but how.**

Roadcraft is a not-for-profit driver education and training organisation who've been committed to reducing road crash deaths and life-changing injuries on Australian roads since 1980.

Our commitment ensures that every course participant exits our program with improved perspective and **safer driving behaviours.**

Our meticulously designed curriculum blends theory and practical training, looking beyond the 'why' of safe driving, and focusing on the 'how'.



## 40+ Years of Experience

A legacy of excellence.



## QAS Driver Training Partner

Training Queensland's Ambulance Service under a standing offer arrangement.



## Up to 1:4 Ratio for Maximum Impact

1:1, 1:2, 1:3 and 1:4 ratios available. Small groups, big results.



## 98% Satisfaction Rate

Participants vouch for their improved knowledge and practical techniques.



**“Over 1,200 annual road fatalities in Australia, plus countless life-altering injuries, stem from our collective choices and driving behaviours. Our mission is clear: **educate and empower** as many people as possible for safer roads and fewer casualties”.**

**Sharlene Makin, CEO.**





## Fusing theory and practice for safer roads: **our holistic driver education approach**

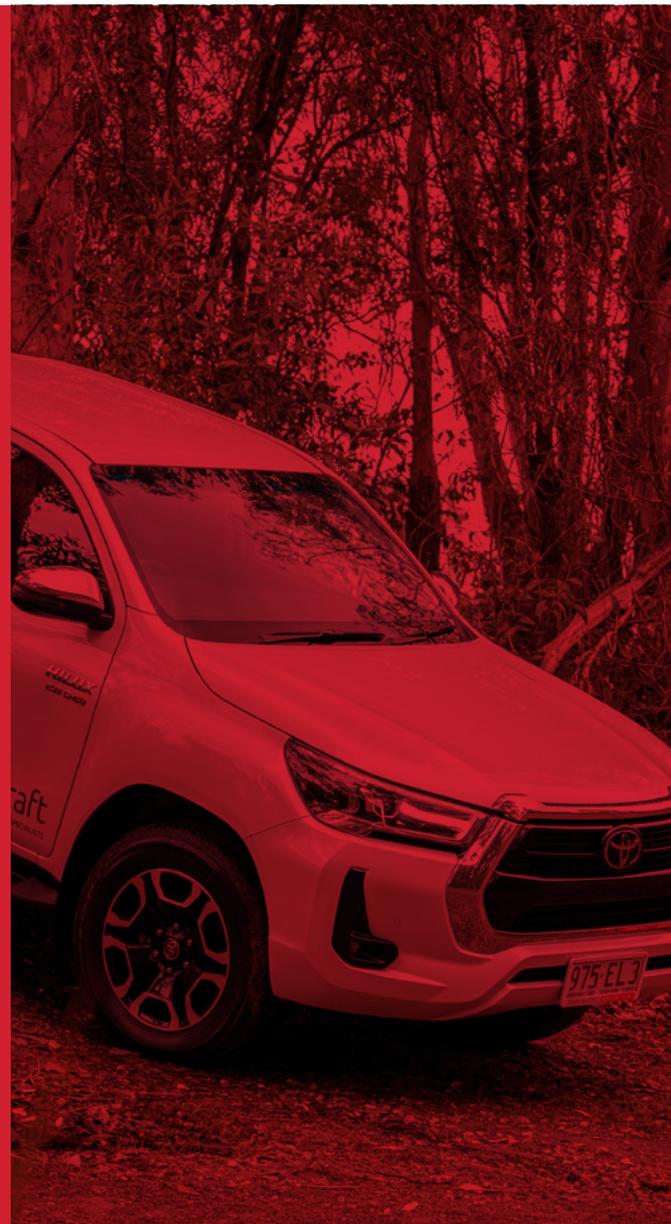
Our carefully designed courses marry theoretical and practical training, providing participants with potentially life-saving knowledge, experience and techniques.

Our overall aim is to improve attitudes regarding risk acceptance and **provide the knowledge and techniques required to be safer on the roads.**

## Courses for everyone

Our courses cater to a diverse range of individuals, including student drivers taking their first steps on the road, L-platers seeking to transition to unsupervised driving, and P-platers who are at a critical stage of their driving journey.

We also serve parents and grandparents concerned about their young drivers, experienced adults looking to enhance their techniques, caravaners and 4WD enthusiasts seeking specialised knowledge, mature drivers aiming to stay sharp, and corporate clients dedicated to improving the driving proficiency of their staff.





## Our programs

### 1. Emergency Services Training

Ambulance Driver

### 2. Corporate Driver Awareness

For Employees

### 3. Specialised Vehicle Training

4WD Training

Safe Towing

Low-Risk Truck Driver Awareness

### 4. Instructor Training

Driver Trainer (For Driving Instructors)

### 5. Driver Education & Awareness

Learner Driver Awareness

Student Driver Awareness (school student groups)

Provisional Driver Awareness

Adult Defensive Driver

### 6. Later Life Training

Mature Driver (Refresher Course)

Driver Assessments (Medical)

### 7. Early Years Training

Primary Road Safety Foundations (road, bike and pedestrian safety)

“We should never accept the injustice of being expected to rely on luck alone to stay safe, and that road trauma is a price to pay for being a road user. Effective education is the key to reducing road trauma and that is what we’re so passionate about at Roadcraft. **Together, we can make a difference**”.

**Sharlene Makin, CEO**

# A state-of-the-art, purpose-built facility

Nestled on **44 expansive hectares** on the southern outskirts of Gympie, Queensland, our purpose-built driver training facility stands as a testament to innovation and excellence in driver education. Conveniently located just off the Bruce Highway.



It offers a host of specialised features designed to elevate your driving education experience, including theory & practical learning environments.

# Facility features



**110m x 75m Vehicle dynamics area** with optional wet skid pan and road circuits



**Extensive 4WD training tracks** creek beds, ascent, and descent zones



**Bitumen feeder roads** for slalom and braking exercises



**Simulated on-road** bitumen training circuit



**Purpose-built 4WD water crossing** and traction-seeking pad



**Dedicated bicycle training area** for primary school students



**Five** dual control Toyota Camry sedans



**One** rear-wheel drive, dual control Holden Commodore sedan.



**One** Toyota Hilux 4x4



## Meet our passionate team

At Roadcraft, our dedicated team is united by a shared commitment to driving meaningful change. We firmly believe in the power of education and its role in promoting safer roads. To ensure our mission is realised, everyone on our team undergoes rigorous training and continuous development.

Our experienced Senior Driver Educators and Operations Manager, with a combined **experience of over 35 years as low-risk defensive driver** educators, lead the charge in shaping our team's expertise.

### Sharlene Makin

CEO

Sharlene boasts over 30 years of comprehensive experience in Business Management, spanning Finance, Administration, Human Resources, Compliance, Public Relations, and Systems Analysis. With an unwavering commitment to positive leadership, professionalism, and meticulous attention to detail, **she prioritises customer service and satisfaction as the cornerstone of her business philosophy**, instilling these values in her team and everyday practices.



### Glen Jocumsen

Operations Manager

Glen, a seasoned Senior Driver Educator at Roadcraft, brings a unique blend of expertise to our team. With 15 years of prior professional driving experience, including extensive coach and articulated heavy vehicle driving, he possesses a deep understanding of road safety.

Glen, holding an Advanced Diploma in WH&S (BSB60607), **oversees Roadcraft's daily safety requirements and undertakes and maintains written risk assessments** for all components of Roadcraft's driver training courses.



## A commitment to excellence

Roadcraft emphasises that an excellent training facility alone is not enough for outstanding results. We stress the importance of exceptional curricula and experienced personnel, upholding service quality through a strict internal training program and maintaining high standards in curriculum development and assessment.

Supporting senior management are:

- 5 Senior Driver Educators
- 8 Driver Educators
- 4 Trainee Driver Educators
- Compliance Officer
- Administration Officer
- Administration Assistant
- Maintenance Officer



## Qualifications

Roadcraft is known for offering comprehensive and safe defensive driver education, led by highly qualified staff and educators.

All Driver Educators have, as a minimum:

TLI41221 - Cert IV in Transport and Logistics (Road Transport - Car Driving Instruction)  
Driver Trainer Industry Authority  
TAE40116 - Cert IV in Training and Assessment

All staff have:

Blue cards for child-related employment  
First aid and CPR training





## A record of excellence

With a diverse portfolio spanning government and public sectors, education, and corporate environments, our track record speaks volumes about our commitment to excellence. Our extensive experience across these sectors underscores our ability to deliver exceptional services tailored to the unique needs of each client.

**Here are just some of the groups we've had a pleasure of impacting.**

### Government

#### Queensland Ambulance Service

Noosa District Council

North Burnett Regional Council

Sunshine Coast Council

Gympie Regional Council

Fraser Coast Regional Council

Department of Human Services

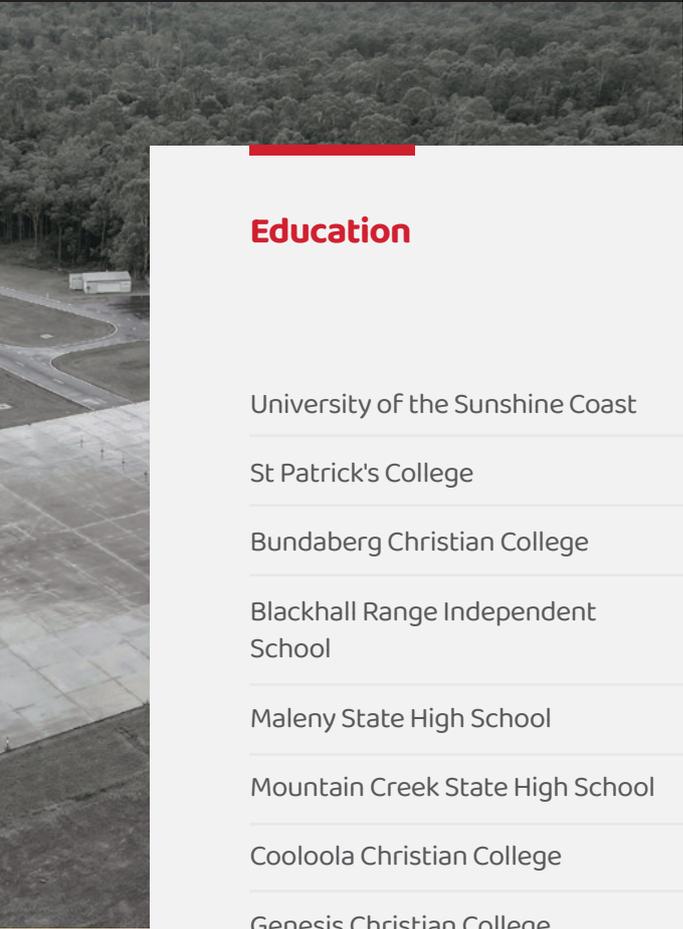
Department of Natural Resources and Mines

Department of Education, Small Business and Training

Department of Communities Child Safety and Disability Services



**We are a current QAS Training Partner,** training Queensland's Ambulance Service under a standing offer arrangement.



## Education

University of the Sunshine Coast

St Patrick's College

Bundaberg Christian College

Blackhall Range Independent School

Maleny State High School

Mountain Creek State High School

Cooloola Christian College

Genesis Christian College

Good Shepherd Lutheran College

Gympie State High School

Gympie Flexible Learning

James Nash State High School

Kingaroy State High School-SEU

Nanango State High School-SEU

Aldridge State High School-SEU

Maryborough State High School

Noosa District State High School

Gin Gin State High School

Biloela State High School

Beerwah State High School

Maroochydore State High School

Victory College

Various Primary Schools

## Corporate

Sitemax Group Pty Ltd

Lennard Drilling

Easy As Driver Training

Scafclad

Zinc 96.1

Little Haven Palliative Care

Noosa Christian College bus drivers

Good Shepherd bus drivers

Gympie Flexible Learning staff

Benaraby Driver Education Facility

GHD Group

Graham House

HQ Plantations

Youi

Meals on Wheels

APIAM Animal Health

# Together we can make a difference.

At Roadcraft, we go beyond training to champion road safety. We believe every road user is vital to this cause. Our approach includes advocating for government policy changes, community collaborations for safer roads, and empowering individuals to take responsibility for road safety.

**Explore our worldview for actionable ways to make a difference.**



Reducing Road Trauma | Effective education | Donations | Lobbying  
Establishing Strategic Partnerships | Championing safe driving amongst youths

Wherever you sit, you can make a  
difference. **Join us in driving safer roads.**



**Winner**

**Not-for-Profit  
Business of the Year**

2024 Gympie Chamber of Commerce Business Awards

## **Award-winning Excellence**

Every day, the Roadcraft team works towards our mission of reducing road trauma and shaping a safer driving culture. With the support of our community, we continue to make strides. When we receive prestigious awards, we're reminded of the impact we have, the presence we hold, and the responsibility we carry.

"Roadcraft has shown incredible resilience over the years and provides an amazing education program. They refuse to accept that traffic trauma is at an acceptable level and will not stop their advocacy work to create change. Their ongoing contribution to the community is remarkable and highly commended."

**Independent Judging Panel  
- Gympie Chamber of Commerce**

## Particulars

- . **Trading Name:** Roadcraft Driver Education
- . **Legal Name:** Roadcraft - Queensland Driver Training Complex Inc.
- . **Structure:** Not for profit incorporation | IA 00432
- . **ABN:** 30 803 437 950
- . **EST:** 1980
- . **Location:** 22 Dennis Little Drive, Gympie, QLD 4570
- . **Contact Information:** enquiries@roadcraft.org.au | 07 5482 8833 | www.roadcraft.org.au
- . **Personnel:** 22
- . **RTO Registration ID:** 41542
- . **NDIS Registration ID:** 405 002 8732
- . **WH&S:** Risk assessments available for all Driver Education courses.
- . **Insurances:** Fully Insured | Public Liability \$20m | Professional Indemnity \$20m | Workcover WFA880820249

**roadcraft.org.au**

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