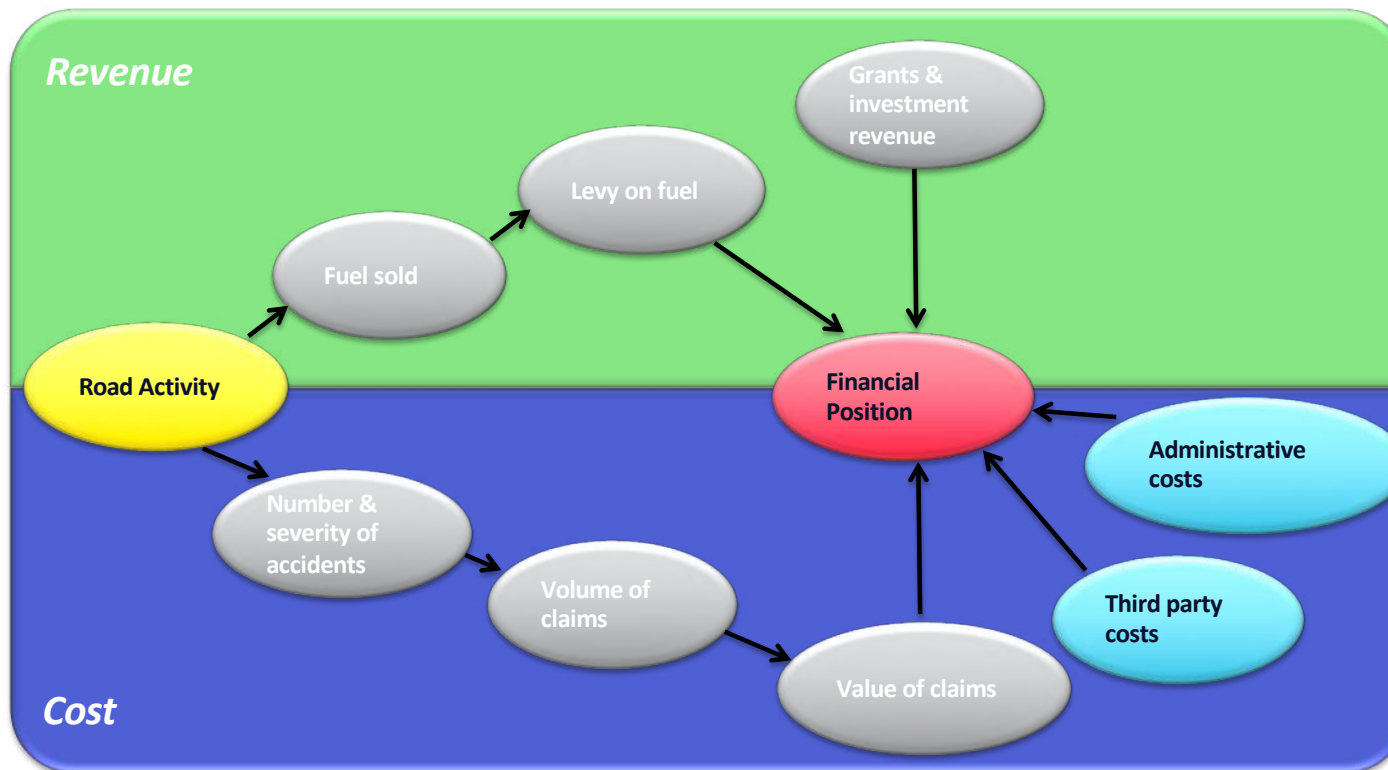


PUBLIC AWARENESS ACTIVITIES AND MEDIA CAMPAIGNS

OVERVIEW

- Established by an Act of Parliament, namely, the Road Accident Fund Act, 1996 (Act No. 56 of 1996) as amended (“RAF Act”).
- Provides a social security safety net to the country and economy by making available compulsory social insurance cover to all users of South African roads:
- The RAF:
 - Operates within a fault-based system.
 - Pays compensation to victims of road crashes and their dependants.
 - Indemnify wrong doers, rehabilitate and compensate the injured
 - Loss of earnings and support, general damages, medical costs and funeral costs
 - Promote the safe use of all South African roads

RAF BUSINESS MODEL



The background consists of several overlapping, semi-transparent geometric shapes in various shades of green and yellow-green. The shapes are primarily triangles and quadrilaterals, creating a layered, abstract effect. The colors range from a vibrant lime green to a slightly darker, more muted green, with some yellow-green accents. The overall composition is clean and modern.

MARKETING

MARKETING



The Unit implemented the below the line activations to drive the 2024-2025 marketing objectives of building awareness around the RAF services. Some of the activations ran coincided with the above the line marketing strategy.

EVENT	DATE	OBJECTIVE
Presidential Imbizo	11 April 2024	The focus was to bring awareness around RAF services and checking of claims for the public.
Rand-show	28 March - 01 April	Increase awareness about the road accident fund and it's service offering to rand show attendants. As well as promotion about fraud and road safety.
Ministerial awards	10 May	Supported road safety unit with hosting the Ministerial awards aimed to honour and award all the schools that participated during the road safety school activation campaign.
Comrades	09 June	Targeting road runners as they are one of the vulnerable groups to road carnages. A number of marketing elements were implemented with the objective to educated them on road safety. Examples: exhibition before race, tv advertising during race day, live broadcasts, newsletters etc.

MARKETING Cont...



CAMPAIGN	DATE	OBJECTIVE
Backlog Campaign	April 2024	The backlog campaign was launched with the objective of clearing aged claims. Claimants who launched claim before April 2021 are urged to submit any outstanding information via email or in person at our offices
RAF Radio Drama	June 2024	A radio drama broadcast in African languages. The drama tackles issues of road safety, fraud as well as RAF products and services.
Winter Campaign/Youth Month	June 2024	This campaign was launched in June and focused on communicating a road safety and the importance of being safe on the roads.
Success Stories	June 2024	The RAF Marketing team embarked on a campaign to tell claimants stories. These are real individuals who have successfully claimed from the RAF, while focusing on RAF products and services.
Soapie In content Advertising	June 2024	The RAF had an opportunity to advertise on 3 of the most popular TV soapies on SABC 1, 2 and 3. The message communicated was that of road safety.
Trailer Advertising	July 2024	The trailers were implemented in Durban to coincide with the Durban July. This is a busy time as many people travel into Durban for the event. A road safety message was communicated.

REPUTATION MANAGEMENT

MEDIA & PR



EVENT	DATE	OBJECTIVE
<p>Media Partnerships (events, live reads and interviews):</p> <ul style="list-style-type: none"> • Metro FM awards • Vuma FM, Ntokozo FM, Capricorn FM, KFM, Ukhozi FM, Inanda FM, Izwi Lomzansi FM and Imbokodo FM activations • Radio Turf Sponsorship (laptops and laptop bags) • Radio 2000 and Gagasi FM (Comrades Marathon Expo) 	April – June	The focus was to bring awareness around RAF services while also checking the status of claims in some instances.
<p>Backlog Campaign</p> <ul style="list-style-type: none"> • Bought and free radio interviews across community radio stations • CEO's press briefing 	April – June	Increase awareness about the Fund's efforts to address the backlog by encouraging claimants to submit all outstanding documents on their claims.
<p>Road Safety</p> <ul style="list-style-type: none"> • Tyre Safety workshops (Kimberley, Nelspruit, Ekurhuleni) • Announcement of Road Safety Schools Competition Winners • Youth Month (road safety interviews, print and online articles) 	April – June	Drive road safety messaging by supporting Road Safety unit's initiatives while rolling out road safety messaging in schools and among the youth.
<p>CSR</p> <ul style="list-style-type: none"> • Disability Summit 	May	Drive awareness about the Fund's corporate social responsibility efforts among the disabled

ROAD SAFETY

MEDIA REPORTS OF INCIDENTS IN THE PAST YEARS



Sowetan LIVE

31 KZN schoolchildren injured in two separate accidents

15 August 2023 - 09:58

Suthentira Govender
SENIOR REPORTER

SABC NEWS

Home | South Africa

Durban learner killed in early morning crash

YouTube · SABC News
10.9K+ views · 2 years ago

Families of the nine learners killed in Mpumalanga crash left...

Families of nine school children have been left devastated following...

SABC NEWS

Home | South Africa

20 KZN school children injured in multiple car crashes

20 school children injured on multiple car crashes on Wiggins Road in Durban and Mysore Road.

The Citizen
<https://www.citizen.co.za> > bus-carr...

Update: 19 learners killed in horrific bus accident | Mpumalanga News

21 Apr 2017 – Seven of the school kids sustained severe injuries as a result of the fire and collision and were rushed to Kwamhlanga Hospital.

IOL News
<https://www.iol.co.za> > south-africa

Five learners killed in Mpumalanga bus, taxi head-on collision

31 Aug 2018 – The Mpumalanga department of community safety, security and liaison confirmed that five school learners had been killed in an...

BEST SCHOLAR TRANSPORT DRIVER OF THE YEAR



Best Scholar Transport Driver of the Year Competition, to:

- Recognize and reward Best Schola Transport Drivers who demonstrate exceptional driving behavior.
- Promote road safety awareness and responsible driving practices within the Scholar Transport Drivers
- Leverage on telematic technology to monitor and improve driving behavior among participating drivers.
- Promote collaboration by working with other stakeholders

COMPETITION DETAILS



MONTHLY

10 Winners per province
3 Winners - R1500 fuel vouchers
7 Winners to win 500 Airtime vouchers

QUATERLY

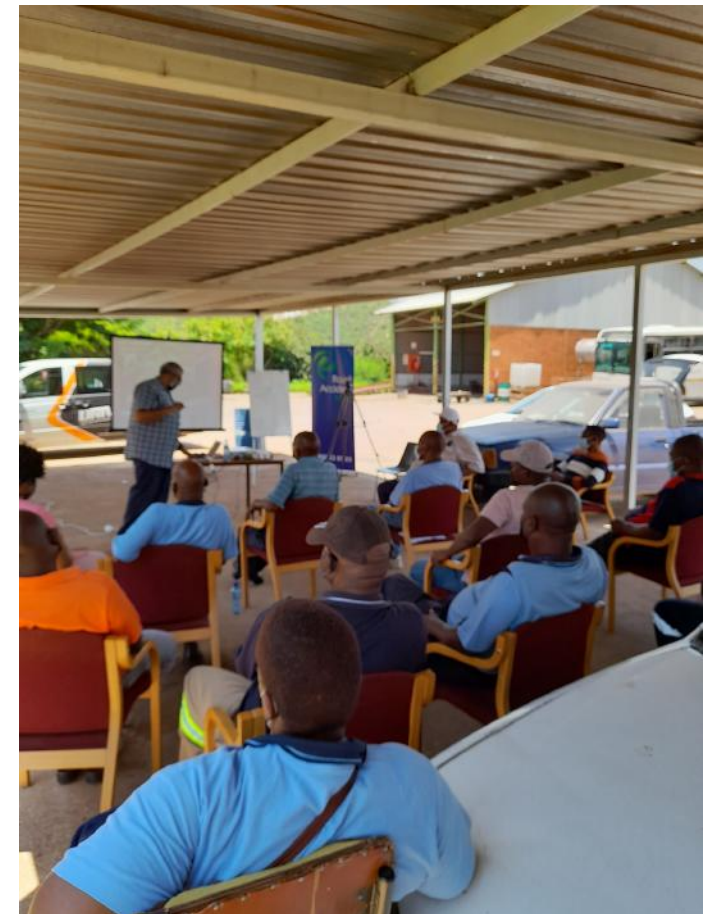
1 Winner per Province R5000
Owner to win 10% of the winnings

ANNUAL

Overall winner Toyota Quantum/R400 000.00
2nd Runner Up R100 000.00
3rd Runner up 75 000.
4th Runner up R50 000.00
5th Runner up - R25 000.00
Owner to get 10% of the winnings
Owner to win 10% of the winnings

DEFENSIVE DRIVER WORKSHOPS

- Provided to commercial transport operators and drivers (bus, truck, taxi and scholar transport) drivers
- Familiarise drivers with defensive driving techniques with the aim to improve their behaviour on the road
- Use only SETA Accredited facilitators
- Only theoretical workshops for now
- Attendance Certificate
- Conduct a total of **1000 drivers** per annum
- Partnerships with SANWIT, Scholar Patrol Operators, Taxi Associations, Bus and Truck companies, Provincial DOT's, etc



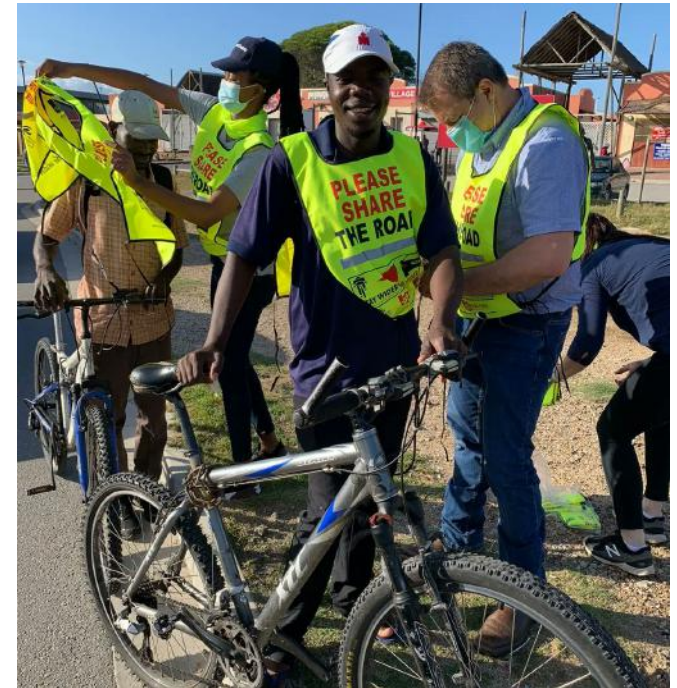
DEFENSIVE DRIVING FOR DELIVERY MOTORCYCLISTS

- Online shopping boom has led to an increase in the number of delivery bikes on the roads – and related crashes
- Increase the claims burden to RAF
- One day advance defensive rider training, theory and practise
- Focuses on emergency breaking, speed management, swerving, riding gear, slow riding, etc
- **Training is provided to 300-500 motorcyclists per annum**



PROMOTE CYCLISTS' SAFETY

- Working with Pedal Power Association
- Targets areas where cyclists commute to work and school using bicycles
- Issued with RAF branded reflective bibs and helmets
- Provided with road safety information
- Also support the DOT in their Shovakalula Program, for school going learners
- **Targets 8000 cyclists per annum**



TYRE SAFETY

- Collaborate with South African Tyre Manufacturers Association (SATMC)
- Provides a two-day session for law enforcement officers, cover topics such as
 - Technical makeup of a tyre
 - Safety features
 - Tyre pressure
 - Thread wear indicator
 - Tyre markings (date of man)
 - Information on the tyre
 - Trye defects
 - Part worn tyres, etc
- Practical demonstration - roadblock
- **1200 traffic officers per annum**



COMPREHENSIVE ROAD SAFETY PROGRAMME FOR LEARNERS AND YOUTH



- Using stats – selected 20 areas with the **highest frequency of road crashes** in the country (KwaZulu Natal, Eastern Cape, Limpopo, Gauteng)
- In Partnership with Safer South Africa Foundation, implement a comprehensive programme, including:
 - Road Safety school activations (22000 learners in 20 schools)
 - Industrial theatre
 - School competitions (write essay and design poster)
 - Road Safety Youth Dialogues (over 2000 out of school and unemployed youth)
- Road safety programmes implemented by the youth with the support of the RAF

SCHOLAR PATROL SUPPORT

- Targets schools **approved for Scholar Patrol** but for some reason have no uniform and or equipment
- Works with the local road safety office to provide the school with scholar patrol training and the RAF provides uniform and equipment
- Completes 100 schools across the country per annum



YOUTH DRIVER DEVELOPMENT PROGRAM

- Programme seeks to promote road safety among unemployed youth with matric – target 1080 Learners in 3 years.
- Provides them with professional training to obtain Learners Licence, Driving License and a PrDP.
- Aim – increase employability while promoting safe professional driving amongst the youth.
- Increase the pool of young professional drivers for freight industry.
- Opportunity to collaborate with truckers associations.



LOW-COST INFRASTRUCTURE

- Programme seeks to implement low-cost infrastructure around school with reported or potential incidences of road crashes – aim is to reduce speed to promote safety of pedestrians
- Implements speed humps, improved signage, guard rails, scholar patrol support, etc.



Thank You

ICARE²

INTEGRITY | COMPASSION | ACCOUNTABILITY | RESPECT | EXCELLENCE | EMPATHY

