

Constable Care safety education App wins national Road Safety Award

MEDIA RELEASE – for immediate release

The 8th annual Australian Road Safety Awards recognise the outstanding work of Constable Care Child Safety Foundation

Constable Care Child Safety Foundation's innovative safety education app Arility has been named a winner at the Australian Road Safety Awards presented by Caltex as part of the 2019 Formula 1 Australian Grand Prix.

The announcement was made at an awards luncheon at The Carousel in Melbourne on Wednesday 13 March, 2019.

Now in their 8th year, the awards are an initiative of the Australian Road Safety Foundation and acknowledge the achievements of leading road safety organisations to improve safety and reduce trauma on Australian roads.

Arility uses the power of augmented reality – where virtual objects are layered over real world settings – to bring road safety lessons to life in the classroom.

The app is available free to schools throughout Australia and delivers engaging travel safety information to children aged 4 – 11 years on classroom iPads. With 360 degree visuals and sound effects, children interact directly with augmented reality characters to identify risks and make safe choices.

Developed by Constable Care Child Safety Foundation in partnership with IT firm DSBS, Arility was named winner of the Community Programs category.

Constable Care Child Safety Foundation CEO David Gribble said the award is the cutting edge app's first since its launch in mid-2018. "Arility is a world-first road safety education tool and this award is fabulous recognition for our ground-breaking augmented reality approach".

The award is Arility's latest accolade. In October 2018 the safety app received a 5–star rating from the Education App Store, where professional teachers review and certify education apps. The following month Arility was named a place getter in Prince Andrew's influential Pitch@Palace competition, opening up international business networks to help drive the apps international expansion.

An independent judging panel selected the Australian Road Safety Award winners based on commitment, application, innovation, scope, sustainability, engagement and overall effectiveness.

For images, interviews or for further information, please contact:

Diane Ainsworth – Marketing & Communications Manager
Constable Care Child Safety Foundation
9272 0006/0412000606 or diane@cccsf.org.au

Notes to editor:

- Constable Care Child Safety Foundation is a registered harm prevention charity that delivers award-winning safety education programs free of charge to school students throughout Western Australia.
- The Foundation continues to support the growing needs of children, youth and families by developing ongoing programs and products relevant to the challenges faced by our youth to ensure a safer, brighter future for those living in Western Australia.
- Constable Care Child Safety Foundation was established in 1989 by Sergeant Ross Pengilly and launched by WA Police.
- In 2017 the Foundation introduced WA's first transport safety learning centre. The Constable Care Safety School recreates Perth's streets and includes life-size train and bus stations, road signs, pedestrian crossings and other transport elements. Using cutting-edge augmented reality, children aged 4-11 years navigate safety risks they may encounter in real life and practice skills that could potentially one day save their life.
- Free services provided to WA schools include: Constable Care pre-school to Year 6 educational puppet and actor shows, Theatrical Response Group interactive performances and intensive workshops for Years 7 to 12.
- Constable Care Child Safety Foundation also provides Comfort Packs for children in distress or at-risk youth; and Lost Child Points – a meeting point service and a safe refuge for children, should they become separated from their parents or guardians at major events in WA.
- The Foundation's other safety services include: Arility, a safety education App which teaches vital safety skills to 4 – 11 year olds in the classroom; and Your Call, a suite of interactive videos which allow users to explore a range of youth safety and social issues.