

Heartfelt plea to crash victim ... and all road users this Christmas



PLEASE DON'T DIE

JOSEPHINE LIM

NO ONE knew if Holly Scott was going to survive. The road crash victim was in a coma and her family was preparing for the worst. Her best friend, Tay-

lor Lynn, had just one thought: "Please don't die." It's a sentiment authorities want all drivers to heed this festive season as SA's road toll soars to its highest level in years. **CONTINUED PAGE 6**

DRIVEN
 THE JOURNEY OF HOLLY SCOTT
 Seven-part web documentary launches today at advertiser.com.au/driven
 + 8-page liftout inside

STRONG BOND: Holly Scott, who was seriously injured in a car crash, is hugged by best friend Taylor Lynn.

Picture: TRICIA WATKINSON

Probe on South Rd

MATT SMITH

EXPERTS will be engaged early next year to help determine the viability of tunnels to complete the North-South Corridor. But the decision means nervous residents, traders and supporters of South Rd heritage buildings, such as Thebarton Theatre, could be waiting at least six months for a decision on the future of properties. **CONTINUED PAGE 10**

INSIDE

ADELAIDE'S BEST ON SHOW



BBL SEASON PREVIEW



New rural docs plan

EXCLUSIVE BRAD CROUCH

MORE training positions are at the heart of a new push to retain – and attract – doctors to country practices throughout South Australia. The move is one of a raft of measures outlined in the SA Rural Medical Workforce Plan 2019-2024 to help make up for a GP shortage South Australia is facing in 50 rural areas. **REPORT, PAGE 9**



Ronni Kahn AO, Founder and CEO OzHarvest.

“Together we provide about 900,000 meals to people in need every month.”
That's why I pick Woolies



The video series every motorist should watch before hitting the road

Incredible story of crash survival

FROM PAGE 1

Holly's survival and recovery is chronicled in a seven-part web documentary *Driven: The Journey of Holly Scott* published at advertiser.com.au/driven every day this coming week.

The video series is a flagship project of road safety campaign Enough is Enough, a joint partnership between *The Advertiser*, *Sunday Mail*, SA Police and the Lifetime Support Authority.

The campaign aims to reduce the number of deaths and serious injuries on the state's roads. There have been 662 serious road-crash injuries, and 102 fatalities, so far this year.

At an advance screening on Friday night, Holly highly recommended that the public watch the web series ahead of the holiday period.

"I am so excited for *Driven* to go live soon," she said.

"Months of hard work went into this so I could tell my story. *Driven* was really healing for me. I get to hear all the people who were interviewed and hear their perspective to be able to glue the puzzle back together



"In my head, I sort of thought the worst," Mr Scott said. "You don't know what to say... 'Is there any serious injury? Is she going to make it? You just don't know.'"

Like a ripple, the news of Holly's crash spread. Her brother Sam, who rushed to the Royal Adelaide Hospital, passed out in the emergency room after seeing his "partner-in-crime" connected to tubes and machines.

for myself." At 22, Holly was in a new relationship, had an enjoyable job and was surrounded by people she loved and who loved her.

But her world changed on July 2, 2017. She was driving to boyfriend Johnny Zehle's home when she crashed head-on into a tree on Diggings Rd in the Adelaide Hills.

Mr Zehle was the first on scene, finding Holly in her crumpled car. Her father Richard received a knock on the door, informing him that his daughter had been rushed to hospital in a critical condition.

Mr Scott remembered sitting in the emergency room, alongside Mr Zehle, waiting in uncomfortable silence.

Grandmother Judy Scott visited Holly when her granddaughter was still in a coma.

"Holly meant everything to me from the day I first saw her," she said.

"When she had her accident and I thought I was losing her, it was the worst time of my life."

Ms Lynn, who regards Holly as her sister, was frustrated she was not allowed to visit her best friend while she was in intensive care.

She was nervous when she finally got to see Holly, when she regained consciousness but had a brain injury.

"I didn't know if she was



SUPPORT: Holly Scott, centre, with her dad, Richard, brother Samuel, his partner Courtney Burrowes, and Holly's boyfriend, Johnny Zehle, at the screening. Picture: MATT LOXTON

going to remember me," Ms Lynn said.

"She smiled at me, she was relieved to see me and I felt the weight lift off my body."

"It didn't seem real. You hear of these things happening but you don't think that it would happen to someone you know and love."

Police Commissioner Grant Stevens said the number of deaths and serious injuries in 2019 served as a stark reminder to always remain vigilant.

"Many people think it will never happen to them... but no one sets out to inflict harm on themselves or others," Mr Stev-

ens said. "Sadly, we are reminded too regularly about death on our roads and the tragic impact on families and friends."

"Holly, her family and her friends have demonstrated outstanding courage and strength to share this very powerful and personal account with us."

Police Minister Corey Wingard said: "I'm pleading with all South Australians to stay safe on our roads this Christmas period. Don't leave your family devastated because you were in a rush, were distracted or were drink or drug-driving."

LIFTOUT STARTS PAGE 29 PAGE 73: EDITORIAL

Seaworld goes after animal activists

SEAWORLD wants the corporate watchdog to prosecute an animal-activist group for misleading the public by running ads saying the Gold Coast marine park doesn't properly care for dolphins.

In a letter to Australian Competition and Consumer Commission chairman Rod Sims, Seaworld has described a campaign by Animal Protection Australia as "targeted, malicious and misleading".



It also wants the organisation's charity status stripped, because it claims it was "using lies to collect donations from unsuspecting consumers".

Seaworld has been targeted by animal activists, despite spending tens of millions of dollars on marine research over the past 25 years. Animal Protection Australia has told prospective donors that Qantas was stopping its ticket-selling relationship with Seaworld. Qantas had to publicly clarify that this was not the case.

Global ad firm JC Decaux has decided to remove anti-Seaworld billboards for "misleading" behaviour.

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Insight

SPECIAL 8-PAGE
PRESENTATION

DRIVEN

THE JOURNEY OF HOLLY SCOTT



On a quiet country road in the Adelaide Hills, Holly Scott's life changed forever.

A car crash left her fighting for her life and set into motion a

remarkable journey as she works towards recovery. Today, the *Sunday Mail*, in conjunction with *The Advertiser* and advertiser.com.au, tells her story, and those of the dozens of family,

friends, emergency workers and carers who all had their lives changed because of one incident.

It is a remarkable story and one that highlights the devastation that can happen on our roads.

WATCH EPISODE ONE NOW AT Advertiser.com.au/driven

The Advertiser

Sunday Mail



Lifetime
SUPPORT

More than just another road safety message

THERE is a line in *Driven: The Journey of Holly Scott* where Sgt Joe McDonald, from Mount Baker police, laments that he "doesn't see a change".

"I think most people have become almost immune to it," Sgt McDonald says.

The "it" he's referring to is the road safety message. By change, he's talking about how we drive on our roads. Whether it's hard hitting images of people left behind or quirky angles such as the Hairy Fairy, the current road toll suggests we aren't heeding the message and, for whatever reason, are not taking enough care when we get behind the wheel.

For us at the *Sunday Mail* and *The Advertiser*, it is sadly a story that never goes away. It can often feel like our reporting and campaigns fall on deaf ears – this year's road toll is among one of our worst.

We need to find ways to cut through constant noise around road safety and get the message home that crashes can happen to anyone, anywhere, and every one of them changes the lives of so many.

So when the Lifetime Support Authority told us about



ROD SAVAGE

Holly Scott, we listened. Here was a tale very different to the ones we were used to telling. A tale of near tragedy, of courage, of community, of love and support, and of hope.

A tale that captures the enormous impact just one moment can have. And a tale that is not yet over. Holly's life is still being put back together, years after it changed forever.

We wanted to tell Holly's story in a way that was different, to ensure her story was not just another road safety message. We wanted to make it impossible for it to fall on deaf ears. Together with SA Police and the Lifetime Support Authority, we tracked down all the people involved in Holly's remarkable journey from the first emergency services on the scene of her crash, to the doctors who operated on her, to those now supporting her as she puts her life back together, to her family and friends who

have never left her side. Today the *Sunday Mail* and *The Advertiser* proudly launch a seven-part web-documentary series – researched, written, filmed, edited and produced in-house – with each part to be released every day at 7am.

Driven is the flagship of our titles' year-long Enough is Enough campaign. It will be partnered by stories every day in print and online and it has its own website, advertiser.com.au/driven. *Driven* is given to our audience for free, in the hope that as many of you as possible see it. It will also be used by police in Year 11 classes in SA schools next year.

We encourage you to watch it with your family, friends and colleagues. Discuss it and ask yourselves: "Will it make you more aware on our roads this holiday season?"

The inspirational Holly Scott trusted us to tell her story – and we trust her story will give you pause for thought.

It may even mean police such as Sgt McDonald begin to notice a change for the better. **ROD SAVAGE IS EXECUTIVE EDITOR, DIGITAL, SUNDAY MAIL AND THE ADVERTISER**



Family, friends and Holly's supporters come together to celebrate recovery

HOLLY Scott's supporters came together on Friday night to witness a milestone in the 24-year-old's incredible journey of recovery.

More than 160 people – including Holly's family and friends – attended a private advance screening of *Driven: The Journey of Holly Scott* at Mercury Cinema ahead of the web documentary's launch in today's *Sunday Mail*.

The effect of serious crashes is broad and long-lasting

I HAVE spoken publicly about how complacency and bad decisions can result in devastating consequences on our roads.

The incidence of death and injury on our roads this year serves as a stark reminder that we must always remain vigilant. I can't remember a time when road safety has not been a significant concern, not just for police, but for the entire community.

Many people think it will never happen to them, serious crashes happen to other people, but no one sets out to in-



GRANT STEVENS

flict harm on themselves or others, including their family and friends. More now than ever, we are trying to find that powerful message to influence driving behaviour.

Sadly, we are reminded too regularly about death on our roads and the tragic impact on families and friends.

It touches sports and social clubs, work places, schools and community groups.

What we don't see is the devastation resulting from a serious injury crash where no one has died, but lives are altered forever.

The search for a powerful message is shared by other emergency services, our government, stakeholders and the wider community.

What we see in Holly Scott's very personal story is the outcome of serious injury, it may not make the news, but

the effects hit hard, and often for life. Up until Friday there have been more than 580 serious injury crashes and 662 people requiring hospitalisation as a result of a motor vehicle crash on South Australian roads this year.

That is 662 people, their families and friends who may have had to experience the same trauma, pain and mental anguish we see in Holly's story.

Holly, her family and her friends have demonstrated outstanding courage and strength to share this very

powerful and personal account with us. What we also see are the many first responders who attend a crash scene and the significant health and rehabilitation services required to help just one person recover.

The impacts are broad and often long-lasting.

Holly has given us a powerful message and I encourage everyone – think about your own driving behaviour and remember every crash is preventable.

GRANT STEVENS IS COMMISSIONER OF SA POLICE

DRIVEN

Our *Driven* series of videos and reports is free online for all readers. Please consider supporting our journalism with a subscription

102
FATALITIES THIS YEAR

11 P-PLATE
FATALITIES
THIS YEAR

662
SERIOUS INJURIES
THIS YEAR

13 MOTORCYCLIST
FATALITIES
AVERAGE
2013-2018

56%
RURAL FATAL CRASHES
AVERAGE 2013-2018



SCREENING: Holly Scott, SA Police Commissioner Grant Stevens and the Lifetime Support Authority's Trudy Minnett, left, and, from top, Holly with her family, Deputy Premier Vickie Chapman, and a Q&A panel discuss the web documentary *Driven: The Journey of Holly Scott* after it was shown at the Mercury Cinema on Friday night.
Pictures: MATT LOXTON

Imagine you can't sit, stand or walk

Crash victim shares trauma



HOLLY SCOTT
ROAD ACCIDENT SURVIVOR

JUST for a minute try to think of yourself in this situation. Really, really try to imagine what it is like. Imagine waking up in a hospital bed to your body being completely broken.

Imagine waking up and not being able to sit, stand or walk. Imagine being in a brain injury ward at the age of 22. Imagine how scared you would feel that you were driving home from work and waking up to this.

It's not just the fatalities on the road, it's the seriously injured as well. The extensive rehabilitation it takes for one to rebuild themselves is a lot larger than anyone imagined.

I said yes to the *Driven* campaign because I don't want anyone to have to go through what I have.

I said yes to sharing my story so that hopefully the road toll doesn't rise anymore.

I said yes so that people understand the impact a car crash has on so many people. I said yes to this campaign to help educate people about the dangers on the road.

I was not doing anything wrong when I had my car crash and this still happened to me and now I have to live with this.

The aftermath of a recovery is not thought of. The seriously injured people don't just survive a crash.

What they have to go through to rebuild their lives the best they can is the hardest thing to go through.

All the never-ending appointments, all the emotions, the pain mentally and physically doesn't only affect a person but their family and friends also.

When I had to get into a car again for the first time, I was terrified and I still am to this day because even though I am doing the right thing on the road, someone else can be doing the wrong thing and harm my life.

I don't think I can put into words how much it scares me waking up in a hospital bed and having to do this all over again, or worse.

HOLLY SCOTT IS A LIFETIME SUPPORT SCHEME PARTICIPANT

SA Police Commissioner Grant Stevens, Lifetime Support Authority acting chief executive Trudy Minnett and Deputy Premier Vickie Chapman also attended the event.

Holly said seeing her rehabilitation journey and months of filming work shown on the big screen was "amazing".

"I highly recommend everyone watch it, whether

they just got their (driver's) licence or they've had their licence for years," she said.

"In seconds, your life could change forever."

Mr Stevens said *Driven* was a different approach to getting the road safety message out to the public.

"We're hoping that this message goes some way to raising awareness among those people who perhaps be-

come a little bit immune to the messages from the likes of South Australian Police, road safety experts and other stakeholders in the industry," he said.

"Holly's shown tremendous courage in telling her story, her family and friends have stood up, emergency services and health workers have shared their part of the story as well.

"I'm hopeful that the community of South Australia picks this up and really embraces the message and learns from that message."

Ms Chapman said the public would benefit from watching Holly's story.

"Without this confronting perspective, we cannot properly educate or inform people about the importance of road safety," she said.

A life-changing moment and hard road to recuperation

EVERY eight days, someone suffers a serious injury on South Australian roads.

These serious injuries, such as brain and spinal cord injuries, amputations, burns, and blindness, often require a lifetime of ongoing rehabilitation and support.

The Lifetime Support Authority (LSA) was established in 2014 to deliver the South Australian Government's Lifetime Support Scheme, which funds treatment, care and support for people who sustain serious injuries in motor vehicle acci-



TRUDY MINETT

dents. On average, the LSA supports 50 new scheme participants a year and, in 2017, Holly Scott became one of these participants.

Holly Scott was involved in a serious crash in the Adelaide Hills in July 2017. She was just 22 years old.

Holly was in a coma for 15

days after her crash. She sustained bleeding on the brain, which led to an acquired brain injury.

She had broken both of her legs, shattered her pelvis, torn her liver, and fractured several vertebrae, her hip and her tailbone.

After Holly's crash, the LSA worked closely with her to support Holly in her recovery and adjust to her injury.

An important part of Holly's journey post-injury has been identifying her life goals and working with the LSA to

ensure that she has the right supports to achieve them.

Holly is doing incredibly well, and we are proud to be supporting her to achieve her goals and live a full and happy life.

It's important to raise community awareness about the long, hard journey to recovery after a life changing car crash such as Holly's.

When we hear about serious car crashes, we do not consider the ongoing challenges that survivors face.

The life impact on crash

survivors, as well as their family and friends, is significant. *Driven* provides an important insight into the impact a serious car crash can have on a young person's life.

With the busiest time of the year on our roads approaching – please slow down, take your time, and look after each other on the roads, so that everyone can enjoy a happy Christmas and festive season with their loved ones.

TRUDY MINETT IS ACTING CHIEF EXECUTIVE OF LIFETIME SUPPORT AUTHORITY



68:27
AVERAGE MALE VS FEMALE FATALITIES 2013-2018

13 NUMBER OF DRUG DRIVERS KILLED 2013-2018 ON AVERAGE

19 PEDESTRIAN FATALITIES THIS YEAR

4055 in 1969
LAST HIGHEST SERIOUS INJURIES RECORDED



One crash. So many

JOSEPHINE LIM

HOLLY Scott was little more than an hour from death. Right up until that time, the 22-year-old had been living a normal life. She was in a new relationship, had a job she enjoyed and was surrounded by people she loved and who loved her. But on the evening of July 2, 2017, her world came crashing down. "Holly was twisted around in the tiniest spot imaginable," boyfriend Johnny Zehle recalled. "Looking down on Holly's legs, they were twisted in an unnatural way and all swollen. "The fact that she was still alive was pretty amazing."

Johnny had come across Holly inside the crumpled wreckage of her grey Mazda 3 sedan sticking out of scrub on Diggings Rd, Chapel Hill, in the Adelaide Hills. She had crashed head-on into a tree. The car was wrapped around the trunk, the steering wheel on the wrong side of the dashboard, glass everywhere and the car hissing. Johnny had been waiting for Holly to arrive at his Echunga home after her shift at a Norwood pharmacy. But she never arrived and he grew increasingly concerned as the minutes ticked by. Fearing the worst, he decided to go for a drive and look for his girlfriend. He was just two minutes from home when he discovered the crash site.

Drifting in and out of consciousness, Holly had what is known as the "golden hour" – when someone who has traumatic injuries has an hour to get to a hospital to prevent death. After an hour, the chance of survival reduces. Johnny's first thought was to contact triple-0 and to get an exact address of the crash location. He ran about 200m to the nearest property, describing it as one of the scariest decisions he had to make. "I had to leave Holly in the car by herself in the dark and run up the road, which probably took about a minute to get to the nearest address so I could get (emergency services) straight to the right spot," he said.

"From there, it was a waiting game. It was 12-15 minutes but it felt like an eternity before the first ambulance came." A Country Fire Service volunteer, who was also an off-duty MedSTAR retrieval medical officer, guided Johnny over the phone after hearing about the crash over the emergency service radio. Johnny said he was grateful when the man arrived, tried to stabilise Holly and then called for extra resources. "He was guiding me step-by-step through ... 'Comfort her and don't touch anything,' the officer told Johnny. "I felt helpless. If the car had caught fire, there was absolutely nothing I could do." The rescue was a complicated yet co-ordinated effort

between CFS and SA Ambulance Service personnel. The car had to be pulled away from the tree before CFS crews cut through the roof and removed Holly from her seat. "We worked as a team to extricate her as best as we could, knowing that she was time-critical and required surgery," SA Ambulance Service MedSTAR rescue consultant Clinton Daniels said. "She needed to get to a trauma centre as quickly as she could." Holly was rushed to the Royal Adelaide Hospital, where she underwent emergency surgery and was put in an induced coma for 14 days. She had multiple fractures in her legs, pelvis and spine, her liver was torn and she had several brain bleeds, the effects

of which she still continues to deal with today. "The crash has changed me completely as a person," Holly said. "It changed my friendships, it changed my relationship, it changed the way that I looked at life." To this day, no one knows why the crash happened. Major Crash investigators deduced from the tyre marks that Holly's Mazda crossed to the opposite lane, she overcorrected and then lost control. Holly does not remember the crash at all – a result of her brain injury – and was told she may have swerved to avoid a kangaroo. "It's not an unusual set of events. You see it on country roads where people overreacted," Major Crash's Brevet Ser-

TEAMWORK: More than 50 people, including family, emergency workers and medical staff have helped Holly Scott on her road to recovery. They include:

 Sgt Joe McDonald, Mt Barker Police	 Jess Ciccarello, Lifetime Support Authority senior service planner	 Amy Rutten, SA Ambulance	 Richard Scott, father	 Judy Scott, grandmother	 Wayne Liebich, SA Police	 Stephen Bateman, exercise physiologist	 Ann CFS
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382 in 1974 LAST HIGHEST ROAD TOLL RECORDED	57% OF 2018 RURAL CRASHES ARE SINGLE VEHICLE	14 PEDESTRIAN FATALITIES 2013-2018 AVERAGE	80 TOTAL FATALITIES 2018	75:27 MALE VS FEMALE FATALITIES THIS YEAR
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lives changed



DRIVEN THE WEBSITE

Today, we launch advertiser.com.au/driven

It features Chapter 1 of the seven-part web-documentary series *Driven: The Journey of Holly Scott*

The Advertiser **Kayo** GET YOUR 14 DAY FREE TRIAL

NEWS AFL SPORT ENTERTAINMENT BUSINESS LIFESTYLE REAL ESTATE MOTORING

DRIVEN
THE JOURNEY OF HOLLY SCOTT

A unique docu-drama web series following the incredible story of a car crash survivor. Showcasing the number of people involved in saving and rehabilitating a life. It delves into the challenges faced, relationships built and lost, and the changed life of a road trauma survivor.

CHAPTER 1: THE CRASH
You'll also find related stories that appear here each day too

CHAPTER 2: THE FIGHT FOR LIFE
The road trauma Holly faced, made her chances of survival almost negligible. Being conscious to breathe the medical team had to make a difficult decision.

CHAPTER 3: ROAD TO RECOVERY
Come back each day at 7am for the release of each chapter

By Saturday, the Driven website will be fully populated with all documentary chapters and related content

People seeing Holly's remarkable story could help stop an accident or save a life. You can easily share videos and stories from the site to your social channels - just click on the content and follow the prompts.

gent Wayne Liebich, who has since retired, said.

"The exact cause of Holly's crash I don't think will ever be known. We can draw theories on what we think may have happened."

Earlier this year, he and Brevet Sergeant Andrew Halleday returned to the crash site, where spray paint marks and the tree remain.

The officers remembered Holly was unlikely to survive overnight as she was taken from the scene in an ambulance. About 30 emergency workers were involved in the rescue and a further 20 people supported her in rehabilitation.

Two years on, the 24-year-old is sharing her story to raise awareness about road safety.

She also spoke in front of 8000 high school students earlier this year at the RAA Street Smart High annual event.

She has been mentoring recovering brain-injury patients at Hampstead Rehabilitation Centre as well as returning to university part-time with a goal of helping others like her.

But it has not been easy. Holly said she faced challenges in learning how to walk again and getting behind the wheel.

Holly's father, Richard Scott, said the family's life had also changed since the crash.

"Her achievements were big for me," he said.

"It was small things but big for her and me."

There have been 662 serious road crash injuries and 102 fatalities so far this year.



Holly Scott with boyfriend Johnny Zehle



Julie McLean, volunteer



Andrew Halleday, SA Police



Clinton Daniels, MedSTAR rescue

24 AVERAGE FATALITIES AGED 70+ 2013-2018

576 TOTAL SERIOUS INJURIES 2018

29%

AVERAGE SPEED-RELATED FATAL CRASHES 2013-2017



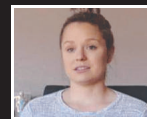
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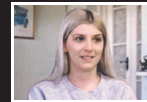
TOMORROW



TUESDAY



WEDNESDAY



THURSDAY



FRIDAY



SATURDAY

Crash victims are not just a number

STEVE RICE
CRIME EDITOR

DRIVERS should start thinking about road crash victims as humans, not just numbers, South Australia's top traffic cop has urged.

Traffic Services Branch officer-in-charge Superintendent Bob Gray has pleaded with motorists to be sensible to prevent festive season heartbreak.

Police will be out in force over the Christmas-New Year period as hundreds of thousands of motorists hit the road to spend time with friends and family.

There have been 102 deaths on the state's roads so far this year, compared with 73 at the same time last year.

"My message to people is that I don't want you to think about lives lost on our roads this year as just number," Supt Gray, pictured, told the *Sunday Mail*.

"For every person who is seriously injured or loses a life there are catastrophic effects for their family, their colleagues, for their loved ones and quite often for the community.

"We need to start thinking about the people who are affected as human beings and there is a significant human cost."

Supt Gray said several road safety blitzes would be in operation over the Christmas-New Year period and drivers could expect to see a highly-visible police presence on the state's roads.

"We run a number of campaigns. Our campaigns are always evidence-based and we aim to have our resources



where they need to be when they need to be there to make sure people get home safely and they do the right things

on our roads," he said. "In terms of the festive period, you're going to have a lot of people leaving the city that aren't used to driving in regional areas.

"We know that over the past five years, 70 per cent of people have died in regional areas so I'm asking people to be sensible.

"You may be experienced driving in regional areas (but) take a break when you need to take a break, be patient because the volumes of traffic are going to be higher and, clearly, be responsible."

Supt Gray said that despite SA having the oldest fleet of cars in the nation, drivers were ultimately responsible for what happened on the road.

"People make conscious decisions and quite often those decisions end up in tragic outcomes," he said.

"The evidence from (the Australasian New Car Assessment Program) tells us the newer the car the higher the survivability rate.

"Obviously, if your fleet is newer rather than older, the chances are if you do make a mistake and you're involved in a serious crash then you're going to get a better outcome if you're in a more modern car."

TRAFFIC-RELATED INCIDENTS CAN BE REPORTED THROUGH TRAFFIC WATCH ON THE SA POLICE APP.

BEHIND THE SCENES
THE MAKING OF DRIVEN

DUDLEY BWC



Shining a light in

Driven: The Journey of Holly Scott is one of the most ambitious projects *The Advertiser* and *Sunday Mail* have undertaken.

A team of video experts, journalists and web producers dedicated at

least 400 hours over three months to create this web documentary.

Crime Reporter Josephine Lim, senior video producer Veathika Jain and video producer Emily Dawe were the prime movers behind

bringing Holly's story to life. Here, they outline the importance of trying to change people's attitude towards road safety and the impact working on this project has had on them.

Holly's story is such a privilege to share

THE road toll is never just a number. As a reporter, I've interviewed dozens of grieving families who have lost loved ones in a road crash – and countless more who have politely declined.

These stories were a privilege to tell because these families entrusted me in sharing their grief and how they wanted their loved one remembered.

Very rarely does the media get a chance to tell the story of someone seriously



JOSEPHINE LIM
CRIME REPORTER

injured in a road crash such as Holly's.

Her remarkable tale of survival is equally, if not more, compelling and important to tell.

She had a difficult rehabilitation period made

more challenging by a brain injury.

Nothing scares her more than being in another crash and having to go through the painful recovery again.

Her crash happened in a split second and her life has changed forever.

The web documentary shows the crash affected how Holly walks, talks, interacts with others, travels, works or plans for the future.

This video series was the single longest project I have been involved in, and the

resources dedicated to it reflect just how important this story is to tell.

From this documentary we also learned that a crash does not only involve the victim and their families but also emergency services and the community as a whole.

People walk away from road trauma with various levels of injuries, the most serious often require lifelong support.

A road crash doesn't necessarily take a life away but may very well change it.

16 FATALITIES AGED 16-24 2013-2018 AVERAGE

251 ROAD TOLL 50 YEARS AGO

27% NO SEATBELT FATALITIES AVERAGE 2013-2017

FATAL CRASHES THIS YEAR 98

55 DRIVER FATALITIES THIS YEAR



SPREADING THE MESSAGE: Journalists Josephine Lim, Veathika Jain and Emily Dawe filmed 24 interviews to produce *Driven*, including, from left, CFS volunteer Anne McLean, above right, Holly's boyfriend Johnny Zehle and paramedics Clinton Daniels and Amy Rutten. Below, back from left, video journalist Veathika Jain, Holly's brother Sam Scott, Lifetime Support Authority representatives Jo Sharp and Esther Bainbridge, and front, film-maker Emily Dawe, Holly Scott, crime reporter Josephine Lim.



an effort to force change

A lesson in the fragility of life

ONLY months after graduating with a Bachelor of Media Arts, I was involved in *Driven* – an opportunity I'd only dreamt of. Feeling overwhelmed was an understatement.

It was bigger and more intense than anything I had worked on – but nothing was going to stop me from making this the best it could be.

At the beginning of the *Driven* project, I had it all mapped out – the visuals, the narrative, the process. But as it all pressed ahead, it became something that constantly evolved.

From the get-go, we hit the ground running, conducting hour-long



EMILY DAWE
FILMMAKER

interviews speaking with more than 20 subjects. I undertook more than 40 hours of B-roll shooting – the supplemental footage which is secondary to the primary interviews – and most of these were solo trips. This allowed me to connect with Holly and those closest to her.

As the project went on, I was spending more time with Holly, following her every move – day in, day out. We formed a strong

connection and, ultimately, a friendship. As I'm often told, big projects take a toll on you and with *Driven* that was certainly the case. I lived, breathed and even dreamt of it for three months.

As my emotional attachment to *Driven* grew, I became harder on myself, critiquing even the smallest things as the project needed perfection.

I wanted to do justice to the people who trusted us to tell their parts. This project has taught me about the fragility of life.

Every life is important, and despite those in *Driven* knowing that it's their job to save lives, the passion with which they do it is awe-inspiring.

Never take anything for granted

TALK about being thrown into the deep end on your first ever pool or beach outing. That's exactly what happened when I stepped foot into *The Advertiser*, engulfed in a huge road safety project, while still getting oriented with the new workplace.

The scale of *Driven* is on par with many other big overseas projects that I have worked on. Challenges on these kinds of projects are common no matter where in the world you are working on them. The co-ordination and logistics of interviewing multiple talking heads, convincing authorities and family members to talk about difficult moments, ideating shots that go with the narrative to



VEATHIKA JAIN
VIDEO JOURNALIST

reasoning with team-members over creative differences.

When it comes to road safety, my perception has changed with every new city or country I have lived in.

Having driven as a youth in India, where there are no major laws on seatbelts or speed limits and numerous things on the roads to dodge – cows, pigs, dogs, hawkers, footpath vendors, pedestrians and an eclectic mix of differently shaped vehicles – I thought I could drive any-

where in the world. That changed once I moved to Dubai. Road safety became real with speed limits of 100km/h to 140km/h, speed cameras, extensive fines and a lane system. While speeding was a major concern, the road toll was not as high, as drink-driving and drug-driving has zero tolerance there.

Before *Driven*, I did not understand how in South Australia the road toll could be so high in areas that are predominantly a 60km/h speed limit. Now, I have a better understanding of how simply and easily a crash can happen. This project has reaffirmed my outlook on life – live each day with joy and never take for granted what you've got.

12 NUMBER OF DRINK DRIVERS KILLED 2013-2018, ON AVERAGE

24% OF 2018 RURAL CRASHES WERE HEAD ON

16 MOTORCYCLIST FATALITIES THIS YEAR

44 DRIVER FATALITIES 2013-2018 AVERAGE

18 FATALITIES AGED 16-24 THIS YEAR

I think you need to go through a near-death experience or something traumatic to realise how fragile life is. Anything can happen in a second.

HOLLY SCOTT



THANKFUL: Holly Scott with her father, Richard, boyfriend Johnny and grandmother Judy. Picture: MATT TURNER

IT TAKES A VILLAGE TO REBUILD A LIFE

The Advertiser and Sunday Mail acknowledge the following people for their contribution to Holly's recovery:

Richard Scott, Samuel Scott, Judy Scott, Johnny Zehle, Taylor Lynn; SA Police Mt Barker Sgt Joe McDonald;

SA Police Major Crash Brevet Sgt Wayne Liebich, Brevet Sgt Andrew Halleday;

CFS deputy regional commander Steven Hope, volunteer (former) Anne McLean;

Brain Injury SA speech pathologist Merrin Ising, psychologist Ed Weaver, community support

Cassie Gurney; MyPhysio SA physiotherapist Tim Bass, exercise physiologist Stephen Bateman;

SA Ambulance Services Stirling paramedic Amy Rutten, Michael Cawthorne, rescue

consultant Clinton Daniels; Royal Adelaide Hospital emergency consultant Dr Sam Alfred;

Hampstead Rehabilitation Centre rehabilitation director Dr Maria Paul, rehab social worker Kate Dawes,

occupational therapist Brooke Harris; GP Dr Graham Hughes; SA Health rehab specialist Susan Hooper;

Lifetime Support Authority senior service planner Jess Ciccarello, senior marketing communications co-ordinator Jo Sharp, marketing communications officer

Esther Bainbridge; RAA community education manager Ben Haythorpe.



"This Christmas, remember that a single moment can change everything, forever. Share the Driven documentary with your friends and family and make a point of watching it before you hit the road. There are never enough reminders to drive carefully and get there safely."

THE TEAM AT THE SUNDAY MAIL, THE ADVERTISER AND ADVERTISER.COM.AU