

# A LIFESAVING DRIVER INITIATIVE

**DEMEX**  
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## What is DriveAbout?



DriveAbout Workforce is an award winning Australian road rules and road safety refresher, which uses the latest EdTech to deliver 90 minutes of visually rich road rules and road safety education via a secure online learning management system (LMS).

DriveAbout Workforce complements and supports existing driver education resources through its alignment to the National Road Safety Strategy 2021-30, and the Towards Zero and Fatal Five campaigns. It is also scalable, cost effective, and suitable for culturally and linguistically diverse audiences.

In recognition of vehicle related incidents as a major cause of fatalities in the workplace, in 2023 DEMEX formally committed to a health and safety initiative to embed a culture of road safety into the organisation.

**DriveAbout WorkForce provides 90 minutes of visually rich animated training in English, eight Australian Indigenous languages and seven foreign languages.**

## Getting home safely

In 2021, the executive team at DEMEX identified a need to address driver behaviours as a workplace health and safety issue. At the time, proposed changes to industrial manslaughter legislation, which have since been enacted, and a noticeable spike in driver infringements among DEMEX employees, prompted research into education options that could be implemented in the workplace.

As a business it was considered essential for the training to have application for every employee, from the frontline workers to managing director, not only fleet drivers.

We recognised that road safety is a shared responsibility and as a business we have a duty of care to provide a safe workplace for our employees.

Through this process, we identified DriveAbout Workforce, an Australian road safety and road rules education program for all road users.

DEMEX employees have completed an annual refresher since 2022.

## Indigenous Road Safety Academy (IRSA)



In 2025, DEMEX was engaged by Rio Tinto to undertake a pilot project as part of the Gove Refinery Township Transition project being conducted alongside the refinery closure.

Understanding the importance of making a meaningful contribution to the local community while working in the Gove region, DEMEX engaged with the Indigenous Road Safety Academy (IRSA) to deliver a road rule and road safety training program at the local Yirrkala school. Known for its bilingual education program, the school blends traditional knowledge with modern learning, and has been following this model for over 50 years.

Founder of IRSA Martina Hazelbane conducted the initial enablement session, to commence a 12 month roll out period. Using a blended learning model following an I do - We do - You do model, the program will be delivered in Yolngu Matha, the local language spoken by the school's students.

The DEMEX sponsored IRSA DriveAbout multilingual digital road safety program will provide the Yolngu youth at Yirrkala School with culturally relevant road safety education. It will assist students with learning road rules and road safety principles and helps them to gain learner and driver licences, as well as promote safe driving within the community.

