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**Note:** The attachments contained within this document are for consideration and should not be construed as Council policy unless and until adopted. Should Councillors require further information relating to any reports, please contact the relevant manager, Chairperson or Deputy Chairperson.
GREETINGS – Good Morning members of the Community Development & Safety Committee, my name is Karama Matthes and I’m here to seek Council Support for the OneEarOut Safety Campaign – a campaign aimed at runners, cyclists, pedestrians to take at least 1 headphone out and put devices away at ALL TIMES when out & about so you’re aware to your surroundings.

I come to you a devastated (heartbroken) mother, a concerned aunty, concerned member of my community. Our children unbeknownst by them, are putting themselves in danger constantly by being distracted in their surroundings by burgeoning technologies.

BACKGROUND

Our lives were forever changed on April 20th, 2017. That morning, our eldest child and only son, 16 year old Keenan Matthes was out on a run, working to accomplish a goal of becoming a strong and fitter rugby player. As he crossed a set of railway tracks, he was struck by an oncoming train and was killed. A split second was all it took to end our sons future.

To try to understand how this tragedy happened, my husband and I walked the path our son took that morning, but it didn’t make any sense as to how Keenan wasn’t able to hear or see a train? We stood at the tracks and it then dawned on us - Keenan was closed off to his surroundings because of wearing his in ear headphones and his phone in his hand, he was completely unaware of the dangers around him.

With an understanding of how the accident occurred, we’ve realised that similar accidents can happen to ANYONE, even moreso with the youth of today growing up in a technological world.

To prevent this tragedy from happening to anyone else, and to further bring awareness to the fact the ease of which distractions can be caused by headphone and device use, we are championing the safety Campaign One Ear Out, Tune Into Your Surroundings.

Slide 1 – Keenans info card front

The OneEarOut campaign was created by a heartbroken father Mark Netiro from Colorado, USA, to educate others and hopefully save lives. In 2016 his daughter Amanda months shy of her 21st birthday was walking to work and what stood between work and her were train tracks. She was hit and killed by a train. Amanda was wearing her noise-cancelling headphones and didn’t hear the train’s warning horn.

Slide 2 - image of Amanda, OEO website link

Points on why Council should support the OneEarOut campaign are -

1. Technology is growing rapidly, it is far easier to be distracted in this day of age than any time before. And this will continue for generations due to way the world is moving more with technology.

Slide 3 – Technology
2. While taking my daughters to school, I’ve become so much more aware of youth walking through busy streets completely engrossed in their devices, and/or wearing headphones, closing them off to everything that is happening around them.

They’re completely unaware of dangers – I’ve watched children weaving in and out of traffic, even seen them step out in front of vehicles and almost being hit because they weren’t looking at where they were going; devices are no longer being used for just sending text messages and receiving calls – they’ve become planners, calendars, homework centres, alarm clocks, conduits to connect youth to social media, gaming, listening to music, watching videos; they’re also no longer confined to being indoors to access the internet – wifi hotspots are everywhere, EVEN ON THE RAILWAY PLATFORMS, and data plans have become more cost efficient for parents to provide this access to their children

Slide 4 – kids walking around with technology

3. Kids as young as 3yrs old using tablets in pre school/kindys, taught how to operate apps, in my daughters primary schools the kids are taught on tablets reading and Math, I have heard its called an evolving classroom, so for them using technology everyday is becoming their ‘norm’.

Slide 5 – Kids using tablets

4. Parents (like me) are most probably the ones to provide their kids (like my son) with a mobile as a way of reaching them (safety aspect), we teach our kids about cyber bullying or keeping them safe while on the internet but we have failed to teach our children appropriate use of these devices, and why they shouldn’t be used when travelling in potentially dangerous environments. If you cannot hear or see your surroundings you are closed off to what is happening around you.

Slide 6 – One Ear Out logo

5. I have spoken to media outlets, spoke in schools, sent OneEarOut information to Principals of West Auckland Schools, have Keenans friends speak to their peers on OneEarOut (found coming from their peers the message comes across more stronger and they’re more willing to listen), spoke to Community groups, printed in local community Newsletters. But there is only so much reach I can get, I need the help and support of Council to get this Safety Campaign further afield.

Slide 7 – Articles

6. Our overarching goal is to have more organisations and departments continuously sharing and encouraging the ‘OneEarOut’ message, which put simply is, when you’re out and about, put your device away and take your headphones out. Our hope is that with this, it will become a safety habit, much like putting on a seatbelt or wearing a helmet. Our principal lawmakers have passed legislation that means you cannot use your device while operating a vehicle, because it distracts you from your intended purpose - this shouldn’t be any different for pedestrians moving through the world, in similar potentially dangerous scenarios.

How Council can help
1. Council to fully endorse and Support One Ear Out through advertising – on their websites, to get other regional councils onboard, information pamphlets, posters in and around public transport and advertising on public transport.

2. The TravelWise program to include OneEarOut as part of their safety messages.

(NOTE: Highlight what the Pedestrian Council Australia are doing to bring awareness of technology and headphone use. The PCA formed in 1996, panel is made of former members of the National Road Safety Panel, former Victoria Police Commissioner and Trauma & General Surgeons – their campaign is in response to the veritable epidemic of pedestrians using electronic mobile devices when crossing the road and launched in 2017 is “DON’T TUNE OUT: Stop, Look, Listen, Think” - its aim is to shock pedestrians into understanding the deadly dangers of talking, texting and listening to music (often with noise cancelling earphones) while crossing the road.)

(NOTE: Thus far the One Ear Out Campaign is being supported by Henderson Int, Western Heights Primary, Henderson North Primary, Swanson/Ranui Community)

**Slide 8/9 – one Ear out info cards, logo, badges, on back of bus, poster, Pedestrian Council of Australia campaign.**

Keenan's accident of being distracted due to using technology wasn't the first, another young man loss his life in 2016 in a similar way, another one in 2015 and they wont be the last,

**Slide 10– News articles of accidents**

NZTA figures show Nationally, the number of near misses at level crossings was on the rise. The tally of close calls jumped from 50 to 89 between 2015 and 2016, with a further 79 as of October 2017, not all will be because of being distracted by technology but I will bet majority are. The NZ Police believe distractions are behind the rise of pedestrian deaths, and want to prevent them through encouraging the message of taking headphones out, putting devices away when out and about so you’re aware to your surroundings. As mentioned in these 2 articles

"**Dominion Post 2013** - Walk, don't text, when you cross the road - and eyes off that iPod, too.

Police and the New Zealand Transport Agency are advising pedestrians against using technology while crossing the road, as research shows that putting mobile devices down can be the difference between life and death."
"Stuff news website 2016 - Counties Manukau east area commander Inspector Wendy Spiller says losing the sense of hearing could be dangerous. "Particularly if you’re walking, you need to be aware of your surroundings so you know you're safe," We've had numerous incidents where there have been assaults, near misses and sadly fatal consequence"

Slides 11/12 – AT metro figures, article 2013 articles headphones/device being a problem

OneEarOut Safety Campaign isn’t just relevant today, tomorrow a year from now, but will remain relevant in 10, 20, 50yrs and so on. We won’t forget April 20th 2017, and today is a day that can forever be changed by you, I hope I’ve proved enough why Council should support One Ear Out – when you’re out and about.

I don’t want another family to go through the pain and heartache we are, please help me to help others stay safe and spread this message. Have a discussion and end it with a hug for Keenan.

Slides 14 – Keenans photo and One Ear out logo

Thank you.
#OneEarOut
Attachment B

Item 5.1

Kamal Mathu was a determined young man, focused on his goal of earning a living from his passion for rugby. With this goal in mind, he worked hard for his early morning run on the 20th April 2017. He was wearing his headphones, listening to the music which kept him pumped up while running. Unfortunately, that morning as he went to cross the tracks, he did not hear or see the oncoming train which hit him instantly.

We live in a world of distractions. It is easier to be distracted now than any other time in history. You don’t hear your surroundings and this is what is happening around you. Our focused ears are being damaged and killed from discarded headphones use, using their devices in such low hearing aware of their surroundings and what they are doing, say too often.

If you share this story with your kids, family, and friends, maybe join a community discussion about keeping #OneEarOut, and maybe even wear a #OneEarOut while walking, cycling, and running. Let’s try to help others stay safe and spread the message from a discussion and limit it with a hug for family.
Attachment B

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VIDEO: Parents of Keenan Matthes join 'One Ear Out' campaign

Tragic death of Auckland teen struck by train leads parents to support One Ear Out campaign

Mother of teen killed by train campaigns to prevent similar accidents

Heartbroken parents of dead teen warn of headphones danger

The heartbroken parents of a teenager killed by a train have joined a campaign to warn others about wearing headphones.
Attachment B

www.walk.com.au
Pedestrian Council of Australia
A 16-year-old boy has died after being hit by a train in West Auckland while going for a run. Police said it appeared the boy was wearing headphones and was unaware of the train approaching as he crossed the tracks. He died at the scene.

Senior Sergeant Ritchie Thompson said family members who were looking for the teen after he

Train crash victim named, may have been wearing headphones

David Bomnough · 09:56, January 13 2016

New Plymouth's Matt Mejor, 23, was killed when he was hit by a train on the tracks near the Coastal Walkway in New Plymouth.

A man who died when he was struck by a train had been using his cell phone at the time.
Near Miss, Unsafe Behaviour/Condition Reporting

Proactive reporting of near misses or unsafe behaviour has reduced significantly in the last two months due to the holiday period.

A total of 191 Near Miss and Unsafe Behaviour/Condition events were recorded in January 2018 which compares to 149 events recorded in January 2017.

The serious near-miss incidents reported in January all occurred in the rail environment and related to trespass, a Signal Passed at Danger (SPAD), a train control error and level crossings. In all cases there were no injuries.


**Police: Focus on your surroundings - not music or Pokémon Go**

John Williamson · 2013, August 15

Police say wearing earphones near busy roads can be unsafe.

Pedestrians distracted by their music or the latest mobile app are putting themselves at risk, police say.

The warning follows accidents and near misses across Auckland with people wearing headphones or glued to their smartphone.
Attachment B

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<table>
<thead>
<tr>
<th>Organiser</th>
<th>Event</th>
<th>Location</th>
<th>Date(s)</th>
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<tbody>
<tr>
<td>Harbour Hockey</td>
<td>Collier Trophy (U13 Hockey National Championships)</td>
<td>North Harbour Hockey Stadium</td>
<td>7/10/2018 - 13/10/2018</td>
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<tr>
<td>The Preparatory Committee of New Zealand Taiwain Day Trust</td>
<td>New Zealand Taiwan Day 2018</td>
<td>Aotea Square, Auckland</td>
<td>27/10/2018 - 28/10/2018</td>
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<td>Waiuku Business &amp; Development Association</td>
<td>Waiuku Blast to the Past 2018</td>
<td>Waiuku Rugby Park</td>
<td>10/11/2018</td>
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<td>New Zealand Ukulele Trust</td>
<td>The New Zealand Ukulele Festival</td>
<td>The Trusts Arena, Auckland</td>
<td>17/11/2018</td>
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<td>Auckland Highland Games &amp; Gathering</td>
<td>Auckland Highland Games &amp; Gathering</td>
<td>Ellerslie Event Centre, Ellerslie Racecourse, 80 Ascot Ave, Remuera.</td>
<td>17/11/2018</td>
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<td>New Zealand Federation of Multicultural Councils Inc</td>
<td>New Zealand Communities Football Cup (NzCFC)</td>
<td>Mangere Centre Park</td>
<td>23/11/2018 - 25/11/2018</td>
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<td>Te Tohu Taekaro o Aotea Maori Charitable Trust</td>
<td>2018 Aotea Maori Sports Awards</td>
<td>Vodafone Events Centre</td>
<td>24/11/2018</td>
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<td>The Auckland Children's Christmas Parade Trust Bike Auckland</td>
<td>The Farmers Santa Parade</td>
<td>Auckland CBD</td>
<td>25/11/2018</td>
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<td>Eventing Auckland Inc.</td>
<td>Puhinui International Horse Trials</td>
<td>Puhinui Reserve, Prices Road, Manukau</td>
<td>7/12/2018 - 9/12/2018</td>
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<td>Domain Concerts Trust Quantum Events Ltd</td>
<td>Coca-Cola Christmas in the Park Omaha Classic</td>
<td>Auckland Domain Omaha Beach and Omaha Estuary</td>
<td>8/12/2018</td>
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<td>Show Jumping Waiernata</td>
<td>Show Jumping Waiernata World Cup Final</td>
<td>Woodhill Sands, Waimauku</td>
<td>11/01/2019 - 13/01/2019</td>
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<td>Crackerjack Promotions Limited</td>
<td>Auckland International Buskers Festival</td>
<td>Auckland CBD &amp; Waterfront</td>
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<td>Auckland Anniversary Regatta Incorporated</td>
<td>Auckland Anniversary Day Regatta</td>
<td>Waiernata &amp; Viaduct Harbours and the Hauraki Gulf</td>
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<td>Mahurangi Action Incorporated</td>
<td>Mahurangi Regatta</td>
<td>Sullivan's Bay; Mahurangi Harbour; Scotts Landing Auckland-wide</td>
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<td>Auckland Pride Festival Incorporated</td>
<td>Auckland Pride Festival and Parade 2019</td>
<td>Auckland-wide</td>
<td>1/02/2019 - 17/02/2019</td>
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<td>New Zealand AIDS Foundation</td>
<td>Ending HIV Big Gay Out (BGO)</td>
<td>Coyle Park, Pt Chevalier, Auckland</td>
<td>10/02/2019</td>
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<td>Bike the Bridge Japanese Society of Auckland Inc.</td>
<td>Bike The Bridge Japan Day 2019</td>
<td>Smale's Farm, Takapuna The Cloud and Shed 10, Queen's Wharf, 89 Quay Street, Auckland Central</td>
<td>17/02/2019</td>
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<td>The Korean Society of Auckland YMCA of Auckland Inc</td>
<td>2019 Korean Day Walk the Line</td>
<td>North Shore Event Centre ANZ Viaduct Event Centre</td>
<td>30/03/2019</td>
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