

A practitioner's approach to achieving behaviour change

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ATRF Behavioural Insights Forum – April 2026



VISION 2030

safe • sustainable • connected



Some of our tactics

Feedback



We provide useful information in various formats – printed, web, videos – and at levels relevant to different skill and knowledge levels

Incentives



We offer rewards for participating. Related to the behaviour we're seeking

Prompts



We send reminders to reinforce new behaviours and offer handouts for future reference.

Convenience



We keep our programs fee as much as possible and hold them in a range of locations around WA

Commitment



We draw on participants' self-motivation to take part. 'Helping people to help themselves'

Social norms



We talk up how the new behaviour is desirable and normal.

Social diffusion



We aim to make the new behaviours visible and appealing – water cooler subjects.



Our commitment to a better WA

+ School education

We provide free education programs, resources and events to students across WA.

Primary school
Secondary school
RAC bstreetsmart

+ Partnerships

Working together to develop safe and vibrant communities.

Reconnect WA
Safer Speeds Trial
Community partners

+ Initiatives

From driverless cars to air health monitoring, we're all in for a better WA.

RAC Air Health Monitor
RAC Intellibus
RAC Electric Highway
Elephant in the wheatbelt

+ Community education

Providing workshops and presentations for different stages of the journey.

Tow Safe
Bike Riding Basics
View all workshops

+ Sponsorships

Supporting initiatives aligned to our vision for a safer, sustainable and connected WA.

RAC Rescue
RAC Arena
Fremantle Dockers
View all Sponsorships

+ Take action

How you can inspire and lead positive change in your community.

Taking action for cleaner air
Risky Roads
EV for a week
RAC Go app
Volunteering

www.rac.com.au/community



Caravan safety issues on the rise

Background

- Spike in caravan ownership during Covid-19 interstate travel bans
- Reports from members of poor caravan towing and reversing skills
- Growing news reports of serious crashes and fatalities

Research

- Lack of information provided to new owners
- Lack of knowledge of towing basics
 - Car to caravan weight ratio
 - Weight placement to reduce sway
 - Competent and courteous driving
 - Safe distances and braking
 - Reversing

Caravan rollovers in regional WA prompts police to issue driver safety warning

By Tom Edwards, Francesca Mann and Andrew Collins

ABC Great Southern

Road Accidents and Incidents

Thu 10 Sep 2020



This caravan was destroyed after it rolled over in stormy conditions near Augusta on Sunday. (Supplied: Anita Waru-Bridge)

RAC's Tow Safe program

Tow Safe Basic

- Free 2-hour information session
 - 1 hour - presentation with Q&A
 - 1 hour - practical demonstration and 'have a go' reversing workshop under professional guidance
- Showbag with info flyers and tools (e.g. tyre tread checker)
- Up to 30 people per session - always booked out with waitlist. Typically >95% attendance.

Tow Safe Advanced

- 4-hour workshop
 - 1.5 hour - theory recap
 - 2.5 hour - practical training workshop with own caravan
- \$40 (mostly to reinforce attendance = >95%)

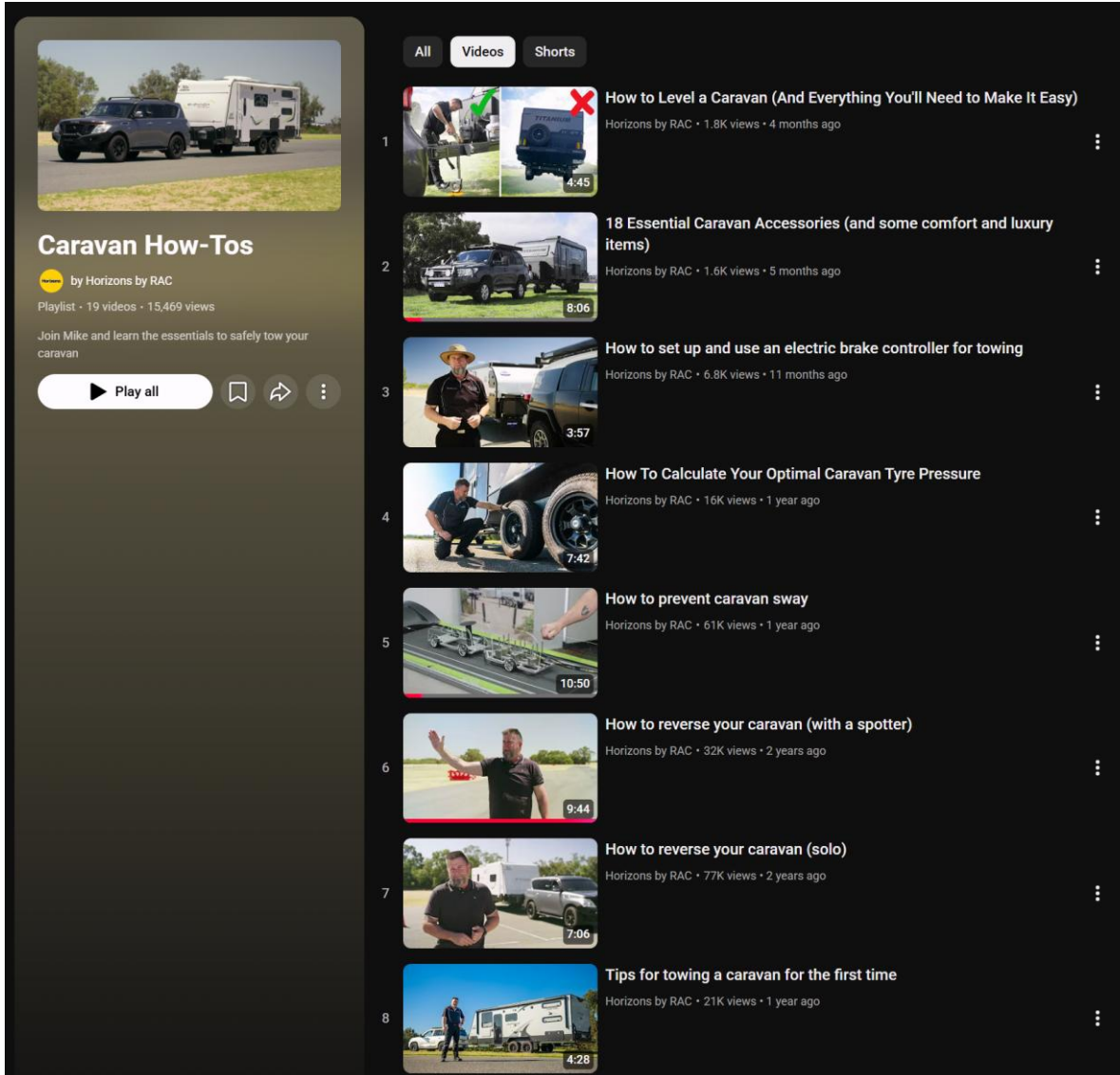


Facts and figures

- Almost 7,000 participants since 2020
- 56% were new to caravanning
- 100% rated it positive or extremely positive



Support tools: 'How-to' videos



Caravan How-Tos
by Horizons by RAC
Playlist • 19 videos • 15,469 views
Join Mike and learn the essentials to safely tow your caravan

▶ Play all

All Videos Shorts

- How to Level a Caravan (And Everything You'll Need to Make It Easy)**
Horizons by RAC • 1.8K views • 4 months ago
- 18 Essential Caravan Accessories (and some comfort and luxury items)**
Horizons by RAC • 1.6K views • 5 months ago
- How to set up and use an electric brake controller for towing**
Horizons by RAC • 6.8K views • 11 months ago
- How To Calculate Your Optimal Caravan Tyre Pressure**
Horizons by RAC • 16K views • 1 year ago
- How to prevent caravan sway**
Horizons by RAC • 61K views • 1 year ago
- How to reverse your caravan (with a spotter)**
Horizons by RAC • 32K views • 2 years ago
- How to reverse your caravan (solo)**
Horizons by RAC • 77K views • 2 years ago
- Tips for towing a caravan for the first time**
Horizons by RAC • 21K views • 1 year ago

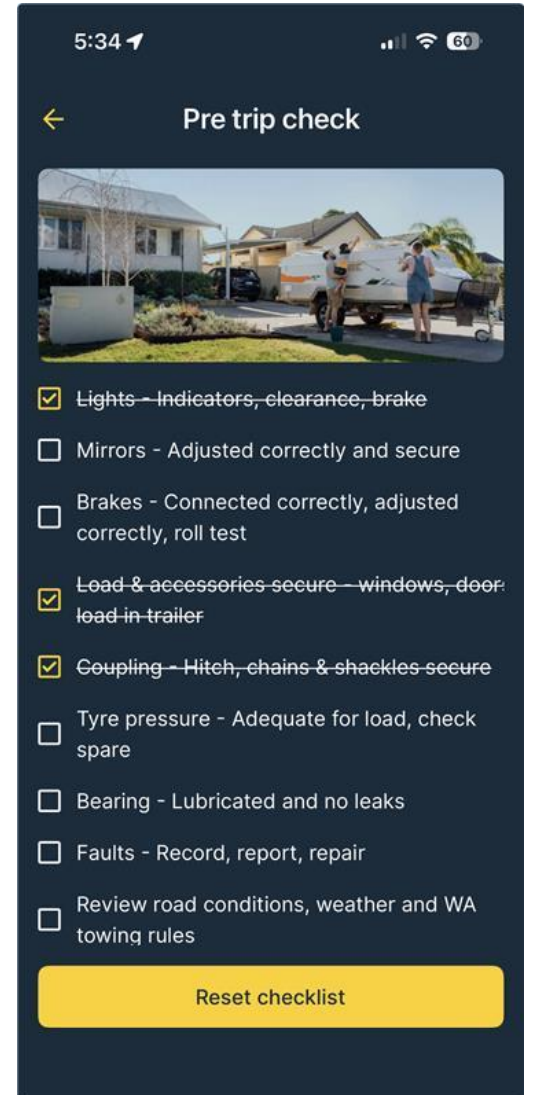
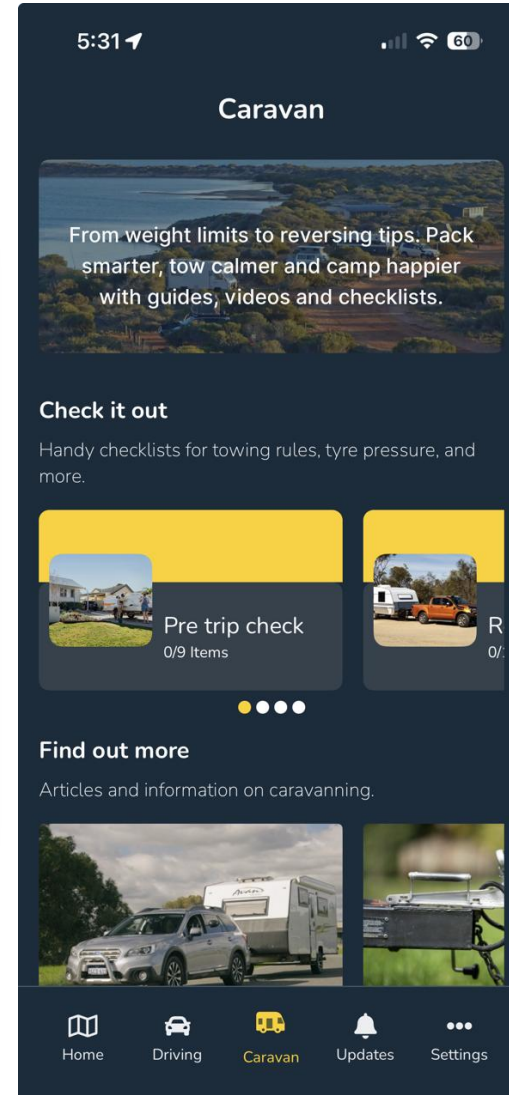


Facts and figures

- 19 short and long form videos
- 292,000+ views
- 77,000 – video with highest views



Support tools: 'RAC Go' app



 Visit RAC.com



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Tactics in action

Feedback



Information tailored to basic and advanced skill levels

Incentives



Free goodie bag

Prompts



RAC Go app offers timely reminders, checklists, how-to articles and videos

Convenience



Basic is free. Advanced is \$40. Much lower than full accreditation course

Commitment



Sessions are voluntary.

Call participants before the session to gain commitment to attend

Social norms



Participants take turns to practise reversing. Group confidence rises as couples demonstrate they can do it

Social diffusion



Reversing technique becomes talking point in caravan parks. Acts as basis for wider safe towing conversations





Questions and discussion