



## Key Points:

### DIFFERENCE

**N2C** cuts through to the youth of today like no other initiative of its kind.

### KEY ISSUES

**N2C** boldly addresses the most dangerous dilemmas facing Australia's teens – Road Safety and Youth Violence.

### NATIONAL COVERAGE

**N2C** is a National Program with presentations in all states.

### CONFRONTING

The confronting nature of the presentation assures maximum impact so that the audience is fully engaged – it is about them making smart decisions later.

### CORPORATE SOCIAL RESPONSIBILITY (CSR)

The program covers matters that concern every parent with teenage children – ie. the dangers facing their children when they leave home to pursue their adult lives. It is highly relevant to corporate Australia and its CSR goals.

## Revolutionary Youth Safety Program

The **N2C** program is a unique and revolutionary Youth Safety Campaign with the clear objective of saving teenage lives arising from the tragic consequences of Youth Violence and Road Accidents.

**N2C** confronts the youth of Australia and shocks them into making smart decisions regarding their own safety.

The **N2C** program has proven beyond doubt since 2013 that it is able to 'cut through' to the youth of Australia like no other program of its kind by way of its 2 incredible presenters and the unique marketing channels and the 'medium' in which it uses to facilitate its delivery.

The **N2C** program utilizes the dynamic 'medium' of motorsport to capture the interest and short attention span of today's youth.

Key speakers Paul Stanley and Matt Speakman, both of whom have paid the ultimate price for other peoples bad decisions, are very committed about reducing the disgraceful statistics relating to Australian youth safety. They provide the emotion and passion to 'cut through' with their message.

As Ambassador and Master of Ceremonies of the **N2C** program Warren Luff illustrates how being focused, staying safe and making good life decisions can lead to the opportunity to 'live your dreams'.





# Revolutionary Youth Safety Program

*Lots of the boys opened up, telling teachers they were crying, that's brave for our boys"*

**Hayley Currie, Student Wellbeing Officer - Benalla College**

## 2013 Program – the Inaugural year

The inaugural year of the program - N2C visited the following schools:

**Victoria** – Kensington Community School, Benalla College

**Queensland** – Townsville High, Edmund Rice Centre, The Southport School (TSS), Gold Coast Junior AFL Clubs, Merrimac State High School

**South Australia** – Scotch College

**New South Wales** – Denison College Bathurst, Airds High School

*"Even though they were devastating I am glad that I now have the knowledge to keep myself safe. The message 'No Second Chace' is clearly embedded in my head"*

**Jamie Phillips, Student – Scotch College**



## Background Information Paul Stanley

Paul Stanley's 15 year old Matthew was bashed at a party in 2006 and died of his injuries the next day.

After an outpouring of grief following Matthew's death, Paul & wife Kay Stanley formed the Matthew Stanley Foundation to reduce the likelihood of any other families having to endure their pain.

Paul has spoken to over 150,000 school students in Qld and Nth NSW over the past 5-6 years about the dangers of street violence.

Paul is called upon often by media outlets for his unique view on high profile crimes of street violence.

He works closely with the Qld Government Qld Police Service, Qld Dept of Education and recently was a finalist in the Australian of the Year (Qld Senior)

Paul also been appointed Rotary Internationals prestigious Paul Harris Fellow award and became Life Education Queensland Children's Champion.

His story can be heard ABC radio "Conversation" with Richard Fidler October 2011 and numerous network television and radio networks since

When Paul has finished his incredibly brave presentation, there is seldom a dry eye in the house.





# Revolutionary Youth Safety Program

*"N2C is awe-inspiring and I would recommend that everybody should listen to these presentations"*

**Mitchell Smith, Student – Scotch College**

## Key People

**Andy McElrea, Founder/Manager**

**Paul Stanley, Presenter**

**Matt Speakman, Presenter**

**Warren Luff,**

**Presenter/Ambassador**

**Melanie McElrea, Coordinator**

*"I would recommend N2C to other schools because it educates young people in a way that they're going to listen and really take in what No Second Chance is getting across"*

**William Thomas, Student - Benalla College**



## Background Information Matt Speakman

Matt Speakman was 26 when he was hit by a drunk driver whilst riding his motorbike in 1993.

A serious spinal cord injury resulted in paraplegia and he was told he would never walk again. This was devastating for Matt, especially given that he was a motor sports competitor - even more so since on the morning of the accident Matt had signed a deal to compete in the 1993 Australian 600 Super Sport (motorcycle road racing) Championship.

Matt was recently officially awarded the Queensland Under 1600 Improved Production State (circuit racing) Championship. Matt has also been a member of the Australian Paralympics Alpine Ski team, competed in the 1994 Sydney to Hobart Yacht Race and now volunteers his time educating high school students about the Road Safety Education programme and is an ambassador of SpinalCure Australia.

In November 2012 Matt successfully test drove a Porsche 911 GT3 Cup Challenge car at Queensland Raceway with newly designed hand controls developed by McElrea Racing.

Matt is the only person competing in Australian circuit racing with a major disability and first to race a Porsche one make series world wide.





# Revolutionary Youth Safety Program

*"I think you guys are amazing and you are honestly saving lives by sending this message to people"*  
**Conner Gutteridge, Student –**  
**Merrimac State High School**

It is widely recognised that due to the digital nature of the modern world, most of our target youth market for this program have short attention spans. The N2C program has been tailored to accommodate this environment. Our ongoing impact has demonstrated the success of this formula.



## Background Information Warren Luff

Warren is a multiple Australian motor racing champion with six years of full time racing experience in the V8 Supercar Championship.

Warren has raced around the world in 12 and 24 hour endurance racing and has competed 13 times in the V8 Supercar Endurance Series.

He raced as co-driver to Craig Lowndes and placed first in the 2012 Sandown 500 and third in the iconic Bathurst 1000 in 2012 and 2013. Together they also won the 2013 V8 Supercar Pirtek Endurance Cup Championship.

Since 2015 Warren has partnered with Garth Tander in the V8 Supercar endurance races and in 2015 they won the Pirtek Endurance Cup as well as placing third at the Supercar Bathurst 1000.

Warren's regular job is as the leading driver in the stunt show at Movie World on the Gold Coast.

His message to the young people is that speed is great.....but on a race track, not on the roads.

Warren will continue traveling to each round of the Porsche Carrera Cup events with the McElrea Racing team acting as driver coach and will compete in several endurance GT events as the teams 'work's driver all-the-while acting as the ambassador and Master of Ceremonies at N2C 'events'.





# Revolutionary Youth Safety Program

*"The presentation was brutally honest, pulled no punches and made the boys consider the consequences of their actions"*

**Mike Wallace, Year 11 & 12  
Leadership Program Coordinator –  
The Southport School**

*"The strongest message I got was that you need to make smart choices in life, even if they are small decisions that seem insignificant, but they can really change your life and others around you. When Paul Stanley spoke it was really heart wrenching for me, and I just felt like I was on the verge of tears because his story was so incredible"*

**Rachel Tulla, Student - Scotch  
College**

## Social Media

N2C uses social media portals including Facebook, Twitter, Instagram, YouTube and our own website as a mechanism to keep the N2C graduates engaged by revisiting the sites to keep the N2C message 'front of mind'. Supporters and program partners can follow the program, obtain relevant information about the topics of relevance and can keep up with the racing progress and successes of the N2C race team. N2C will attract 'N2C Graduates' back to its social media portals to remind them of the messages learned at their N2C event.

## Supported by Parents

"I would just like to say a great big thank-you for the amazing you work your team do.

My 16yr old son came home from school today more excited about your presentation than anything else for ages. It was lovely to see (he) had learnt something and (was) so deeply touched by your stories that he cried.

Well done to all involved, please keep-up the amazing work, One grateful mum xo" - Michelle Blandford - Parent of two teenage boys (2016)

N2C seeks corporate partners with a genuine Corporate Social Responsibility goals, that share similar community and youth safety values.

Corporate Partners will allow N2C to continue to target the most significant social problems that face our Australian community – Youth Violence and Road Safety.





# Revolutionary Youth Safety Program

*"It was so amazing and honestly I walked in there thinking oh how boring another thing to listen to! But it was so touching and really got through to me and captured my attention!!"*

**Tanielle Kerr, Bathurst High School**

**Warren, Matt and Paul's message is simple.....  
On the road or on the street, nightclubs, pubs and parties , there is  
No 2nd Chance.**

## Corporate Benefits

1. The program is a National Program, with representation across the country in all states;
2. It concerns subject matters that are highly relevant to most corporate brands and their customer/workforce communities – with the attendant advantages to leverage off, and obtain customer/workforce engagement through their obvious concerns for the welfare of their teenage children.
3. It is a highly relevant social agenda (ie. road safety and youth violence) with no obvious negative brand consequences – in fact far from it, there are obvious outcome advantages for brand recognition relative with its association – in both aspects of its subject matter.
4. There is a strong and very broad community recognition of these issues in our society – it is wide ranging with broad appeal and recognition – increasing the marketability of its association.

## Positive brand association



*"I wanted to write and express my gratitude for the experience you provided to the boys (at the Clipsal 500) today. Many of the boys involved today find school to be a challenging environment and many have never experienced anything like what you offered them let alone going to the Clipsal. Some of them in particular got an amazing amount out of it and they all enjoyed it immensely. The friendliness of your staff, crew & drivers is a testament to your companies values & ethos. The school was extremely grateful for the opportunity to offer this experience to the students on behalf of your organisation"* **Paul Glovitch, Head of Design & Technology - Scotch College**



# Revolutionary Youth Safety Program

## Cut through

*"This is such a fantastic presentation. I found it really sad but really good. I felt so awful for both the speakers to be in such terrible situations"*

**Sophie Freeman, Student – Scotch College**

*"Pauls story was extremely emotional and made a connection with the crowd and myself as it had a sense of belonging feeling as it could have been you. Having Warren speak and connect the two stories together as well as making sure people know there is two sides of the agenda, if you stop and think you can end up being as successful as Warren"*

**Riley Hanrahan, Student - Bathurst High Campus**

*"It was confronting and very sad and I felt for Paul for what he had to go through because of a party and alcohol and a bad person"*

**Levi Correll, Student – Scotch College**

*"I would recommend this presentation to other schools because it could save lives, its an amazing presentation"*

**Will Bodsworth, Student - Benalla College**

*"Extremely confronting & emotional"*

**Che Wortley, Student - Scotch College**

*"Every moment of the presentation had made all the students realise that not everything can turn out perfect. It was amazing that students were in tears"*

**Benjamin Robb, Student - Benalla College**

*"Matt Speakman really taught me today that you can be on top of the world one day and it can all come crashing down another. He did a great job stressing the importance of the ripple effect, and I will definitely be using this in the future"*

**Alice Gregory, Student – Scotch College**

*"I found it confronting watching the video then seeing Paul"*

**Christina Hondros, Student – Scotch College**

*"Just a quick note to say what a great program and delivery by your presenters today!!!"*

**Darren Hamilton, Head Teacher - Denison College Bathurst High Campus**