

# An app using football penalty cards to improve driving behaviours.

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# The opportunity

This proposal outlines an app designed to assist in the reduction of excessive speeding.

Aimed primarily at children, it leverages the football penalty card system to monitor their parent's driving and help modify it where necessary.

*“Many drivers believe that driving 5 to 10 km/h over the posted speed limit is acceptable, but evidence shows that if Victorian drivers reduced their average speed by 5 km/h, up to 95 lives could be saved and 1300 serious injuries prevented in one year.”*

[tac.vic.gov.au/road-safety/statistics/summaries/speed-statistics/wipe-off-5](http://tac.vic.gov.au/road-safety/statistics/summaries/speed-statistics/wipe-off-5)



# The app

A GPS-enabled mechanism tracks the vehicle's speed in real time.

When the limit is exceeded, visual and written cues are triggered alerting and advising the child.



# Too fast

At 5 km/h over the limit,  
a yellow card is issued.

At 10 km/h over the limit,  
the driver earns a red card.



# Concerning data

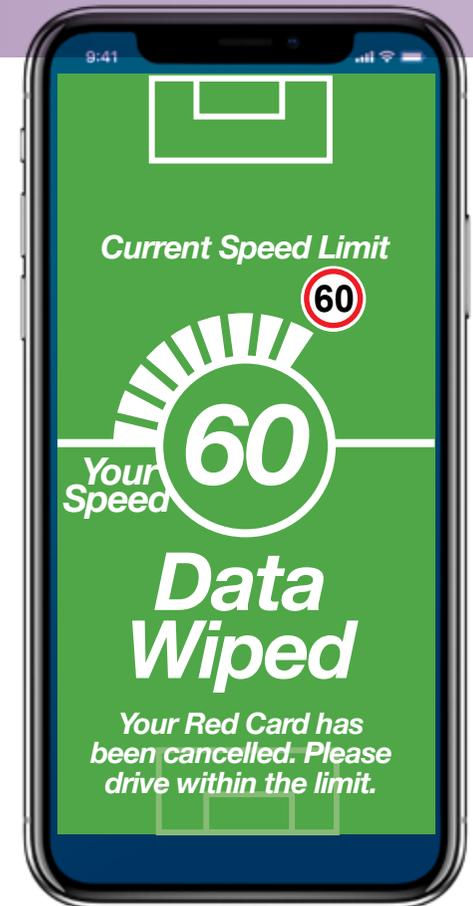
GPS in-car navigation systems incorporate ways to notify the driver of excessive speeds, and there appears to be no concern that this data is recorded for use by authorities.

Nevertheless, a standalone app like this might prompt such concerns.

While we would want to retain an aggregated number of penalties per trip across all users over time for evidence of efficacy, we must reassure parents that this information will not in any way be documented against their name.

We want the metrics, but we must keep it fully anonymised.

Wiping the data when the driver returns to the legal speed can reinforce that assurance, as well as provide a motivating factor for the child to encourage their parent to slow down.



# Pester power

This could get very annoying, very quickly.

So we restrict its activation to match days only.

During the off-season, we switch it on during selected hazardous driving periods.

Not only would this broaden its capacity to reduce speeding, it also keeps football in mind when the game is not being played.



This app is designed to operate on two levels;  
reducing incidences of speeding when children are in the car  
and seeding a desired behaviour within the future generation of drivers.

It can be aligned with any level of football,  
be it professional or grassroots.

Even if the league or team has no direct association  
with a transport body or car manufacturer,  
the penalty card system is a natural fit to the task.

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