



Media Statement

6 May 2018

Road Safety Week

Major Tasmanian landmarks will be lit in yellow this week and emergency services' vehicles will display yellow ribbons. It's all part Road Safety Week being held throughout Australia.

Road Safety Advisory Council Chair Garry Bailey said the Council, the RACT, Tasmania Police and Southern Cross Television are again partnering to deliver a range of awareness-raising activities for the week.

Landmarks throughout the state, including the Wrest Point Casino and Convention centre, will be lit in yellow, the colour of Road Safety Week, the RACT will demonstrate correct use of booster seats tomorrow (Monday) and on Friday, the winner of a video competition will be announced.

Tasmania Police will pay particular attention on the Fatal Five: not wearing restraints/seatbelts, driving tired, exceeding the speed limit and/or not driving to the conditions, inattention/distraction and driving when affected by alcohol or other drugs.

Mr Bailey said the Week was a reminder of the need to use the roads safely.

"Safe driving shouldn't be restricted to the week, of course. Every time you get behind the wheel, on a motorbike or bike, you should drive so others survive.

"An average of 35 Tasmanians are killed and 270 are seriously injured each year. It's a tragedy the community accepts but it is unacceptable. If all those road deaths and injuries were in the same place at the same time, there'd be an outcry. Driving so others survive will make our roads safer not just for you but all road users."

RACT Acting CEO Stacey Pennicott said the Week said road crashes were not inevitable.

"The road is a shared space and so all road users should respect each other."

National Road Safety Week founder and President of the Safer Australian Roads And Highways Group Peter Frazer said 1200 people were killed and another 35,000 seriously injured in crashes on Australian roads.

“This year’s Road Safety Week theme is ‘lead the way: drive so others survive’. It builds recognition that everyone, as individuals and collectively, can be a leader for road safety – through our own behaviour, by serving as role models, by supporting those affected by road trauma, and by sharing the road safety message.

“Now in its seventh year, National Road Safety Week continues to grow across the country with the amazing support of Government, councils, emergency services, road safety groups, corporate partners and the community. As the country turns yellow for the week, we implore all drivers to drive as if your loved ones are on the road ahead and make sure everyone gets home safely.

“Let’s not let any one of those precious lives lost or severely impaired by traffic injuries go to waste by continuing to drive distracted, or at speed or under the influence. I implore every single driver to take our [pledge \(https://www.roadsafetyweek.net.au/\)](https://www.roadsafetyweek.net.au/) and drive so that you and others survive.”

How to get involved

- Promote your support for National Road Safety Week on social media or other communication channels.
- Make your Road Safety Pledge (<https://www.roadsafetyweek.net.au/home/#home/pledge>)
- Follow SARA Group on Facebook (SarahGroup.org), Twitter (@SarahGroup) or Instagram (sarahgroup1) and share posts using #nrsw or #drivesos hashtags
- Host an event to raise funds for the SARA Group.
- Wear a yellow ribbon lapel badge or display a vehicle sticker available from (<https://www.roadsafetyweek.net.au/road-safety-week>)

National Road Safety Week 2019 coincides with the United Nations Global Road Safety Week 2019, which is the final Global Road Safety Week to be held within the UN Decade of Action on Road Safety 2011–2020. National Road Safety Week is an initiative of Safer Australian Highways and Roads (SARA) Group, established by President Peter Frazer and partnering with road safety advocates to reduce the number of deaths and serious injuries caused by crashes on Australian roads. The SARA Group was founded following the tragic death of Mr Frazer’s daughter Sarah, who was killed in a roadside crash on the Hume Highway in 2012 at age 22.

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For more information:

Website: www.roadsafetyweek.net.au

Artwork files: www.roadsafetyweek.net.au/branding

About National Road Safety Week:

SARAH Group

Website: www.sarahgroup.org/

Facebook: SarahGroup.org

Twitter: @SarahGroup

Instagram: Sarahgroup I.