

Media statement

16 March 2020

We want your crash footage

Mistakes on the road are made by everyday Australians, doing everyday things, every day.

Too many of these mistakes end in tragedy – where someone is killed or seriously injured, Road Safety Advisory Council Chair Garry Bailey said today.

“Last year, 32 people were killed and 252 seriously injured in road-related crashes in Tasmania. Many of these crashes were the result of simple mistakes where the presence of active collision avoidance features – now standard equipment in the majority of new vehicles, and increasingly many used models – could have helped prevent or minimise the effects of a crash.

“To improve community awareness and encourage people to buy newer vehicles with the latest collision avoidance features, Australasia’s independent vehicle safety authority, ANCAP Safety, and the Road Safety Advisory Council are developing a new national community awareness campaign, and we want your help to produce it.

“Vehicle safety has improved markedly since the 1990s, but in the past few years there’s been a significant step-change in safety performance through industry development and market penetration of collision avoidance technologies.

“This campaign will focus on the benefits of two key vehicle safety technologies, autonomous emergency braking (AEB) and active lane support systems (LSS), and how their presence can turn a negative outcome into a positive one – essentially re-writing the ending.”

“Close to 80% of all new cars sold now have autonomous emergency braking (AEB) and lane support (LSS) functionality. Australians keep their new vehicles for an average of 10 years – in Tasmania it’s 13 years. ANCAP estimates that just 7% of the 18 million light passenger vehicles registered in Australia are fitted with AEB and/or LSS.

“This leaves the majority of vehicles on our roads unequipped with these life-saving safety systems, and the bulk of motorists unaware of their availability and safety benefits.

“To portray the benefits of autonomous emergency braking and lane support functionality, the campaign will be built around a montage of dashcam footage captured by motorists highlighting common crash scenarios.

“We want people to contribute to the campaign’s creative content by providing dashcam footage of common crash scenarios.

“Dashcam footage clearly demonstrates that everyday mistakes happen to everyday people, yet a mistake on the road – whether it be yours or someone else’s – does not have to be fatal.”

“Footage uploaded in the next four to six weeks will be considered for inclusion in the campaign’s screen commercials. Dashcam footage can be uploaded at www.ancap.com.au/dashcam

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