

Fatality Free Friday 31st May 2019



The Aim of Fatality Free Friday

Road safety is a complex issue but we believe that if drivers consciously think about road safety and safe driving for just one Friday in the year, that day's toll – statistically about 5.3* deaths – could be reduced to zero.

That's our aim. Not a single road death in Australia for just one day. Just one Fatality Free Friday. We believe that if drivers are asked to actively concentrate on road safety and safe driving for just one day in the year, they'll drive safer for the next few days too and, over time, change their outlook completely, consciously thinking about safety each and every day they get behind the wheel.

**DataSource: Australian Transport Safety Bureau*

The History of Fatality Free Friday

Road Safety is a global issue that ranks as one of the most pressing matters facing society today. The social, economic and emotional costs are immense and these figures are poised to increase unless something is done, NOW.

Whilst advances in road design and vehicle safety have no doubt made a significant contribution to road safety, it is clear that a vital piece of the puzzle is still missing because the fatalities continue.

Fatality Free Friday represents a fresh approach in dealing with what is a complex issue. The day is an annual event designed to focus public attention on road safety and encourage all road users to think and drive safely.

The first Fatality Free Friday was held in Australia on 27 April 2007, coinciding with the United Nations Global Road Safety Week. The first international Fatality Free Friday took place in Las Vegas on 25 May 2007.

Our goal is to ensure that there are no road crash fatalities around Australia during the day and prompt road users to behave more safely every day. It is a call to action that serves as a platform for a targeted and ongoing approach to road safety. The campaign facilitates this via media and community involvement. You can make a difference.

The History Of Road Safety

The concern regarding Road Safety is well documented.

It is possibly best summarised in a report tabled by the Select Committee of the House of Lords in London, it reads:

“The holocaust on the roads today is nothing short of appalling but it seems to be comprehended by the public in general with complacency. To achieve even a reduction in the number of road accidents raises issues of great complexity. The most important factors are the education of all road-users in road behaviour and segregation of road users – motorists, cyclists and pedestrians.”

Fatality Free Friday 31st May 2019



It is clear that this statement identified the real core of the issue. However, you may find it interesting to know that these words were spoken back in 1939. One could argue that the situation hasn't changed much since then.

Currently, around 1.2 million people are killed each year in road crashes around the world. That equates to more than 3000 people a week. In Australia the road toll is around 1600 to 1700 road fatalities and for every death approximately 10 people are injured. These figures are shocking and highlight the need for urgent action. This situation is not acceptable and the road toll should not be accepted as inevitable.

Fatality Free Friday Organisers

Russell White's experience in the Driver Training Industry spans more than 20 years. He is widely regarded as one of Australia's leading Road Safety advocates and was for many years the General Manager of the highly successful Holden Performance Driving Centre on Queensland's Gold Coast. He is now the Managing Director of [Driver Safety Australia](#) and creator of the Driveability system, a unique on-line driver training program that is arguably the most comprehensive interactive driver training program available. It is poised to revolutionise the driver training field and will save lives.

Throughout his career, Russell has assisted thousands of people from all over the world to become safe and competent drivers by passing his skills and knowledge on 'The Art of Technically Better Driving'. He is a regular media commentator on road safety issues and contributes written articles for several leading publications.

He has been at the forefront of some of the most recent research into driver training and established a joint research program with Griffith University on the Gold Coast. This PHD study focused on the biomechanics of the driver and how these impact on the driver's performance and was a world first in this field. Currently, Russell is continuing with his academic studies and completing a Graduate Certificate in Road Safety with CARRS-Q.

Governments at both State and Federal levels have sought Russell's views on Road Safety issues. He has presented papers at hearings for the Queensland Travel Safe Committee and the Transport and Regional Policy Committee at Parliament House in Canberra.

He has designed and delivered various Training and Vehicle Release programs for vehicle manufacturers such as Holden and BMW. He was also the manager for the Mercedes-Benz National Driver Training Program. This ambitious program was unique and the first national program ever to be undertaken by a vehicle manufacturer.

He has contributed articles for motoring publications such as "The Road Ahead" and "Business Fleet Monthly" and the "Gold Coast Bulletin".

In addition he has a weekly road safety segment on Radio 4BC, presents motoring reviews for NBN Television's The Good Life and has appeared on a number of other television programs including A Current Affair, Getaway, Brisbane Extra, Today Tonight, The Project, Sunrise, The Today Show and The Great South East.

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Fatality Free Friday Events

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