

**MEDIA RELEASE**  
**For Immediate Release**  
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## **SCHOOL ZONE ROAD SAFETY CAMPAIGN TARGETS AUSTRALIA'S LEAD FOOTS**

*Road safety campaign leveraging geo-targeted technology is expanded across four regions*

After a successful Brisbane pilot, the Australian Road Safety Foundation (ARSF) is extending its innovative '*Slow Down Songs*' campaign in an effort to protect young lives.

*Slow Down Songs* alerts drivers as they enter within five kilometres of a school zone by dramatically slowing down a song before serving safety warnings on Spotify.

The further rollout across Queensland, New South Wales, Australian Capital Territory and South Australia, comes off the back of data from Kantar Insights, on behalf of AAMI, which shows that almost half (46 per cent) of drivers admit to speeding because they didn't notice signs indicating a change in the speed limit<sup>1</sup>.

Further AAMI data collated from more than 360,000 motor insurance claims across the country<sup>2</sup> shows that afternoons during school pick-up hours (between 1 – 4:30pm) is the most common time for crashes.

ARSF founder and CEO Russell White said road trauma was the leading cause of death amongst children aged 1-14 years, and second biggest killer of young people aged 15 to 24 years.<sup>3</sup>

"Too often people dismiss the serious consequences the difference just a few kilometres over the speed limit can make, particularly in school zones where children are about on foot, bicycles and scooters," Mr White said.

"After extended periods of homeschooling, some children may not have developed – or may have forgotten – their road safety skills,"

"The routine of slowing down for school zones, adhering to road rules and staying alert to the unpredictability of children needs to be a high priority for the nation," he said.

Jessica Feeney knows the heartache of losing a child to road trauma. Her three year old daughter, Luna, was tragically struck by a car on her own street in December 2020.

Now a passionate advocate for road safety, Ms Feeney said that the light Luna exuded in life has not been lost with her passing, through the Luna Capri Foundation, she continues to touch the lives of others.

"We know first hand what the journey looks like after being dealt the worst card in the deck, and there is simply no excuse for ignoring, or even being ignorant to, the risk of speeding in school zones or on residential streets" Ms Feeney said.

"It's my hope that *Slow Down Songs* is the trigger for drivers to do the right thing, because no parent should have to grieve the loss of their child, particularly when the tragedy is completely preventable,"

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<sup>1</sup> Research conducted by Kantar Insights in October 2021, sampling n=1491 nationally representative Australians.

<sup>2</sup> Suncorp Group claim data from 1 July 2020 – 30 June 2021),

<sup>3</sup> Deaths in Australia, Australian Government, Australian Institute of Health and Welfare

“The Luna Capri Foundation works to provide other families with the support, tools and advice they need to navigate their way through life after loss, but our hope is that the need for this is prevented entirely” she said.

*Slow Down Songs* was supported by leading home-grown musicians including The Jungle Giants, ELSKA, Pat Tierney, Shag Rock, Leanne Tennant and Sue Ray.

The extended rollout of the campaign is proudly supported by ARSF long-time partner, AAMI (part of the Suncorp Group).

AAMI Executive Manager Motor and Specialty Claims, Kahl Dwight said: “Our data tells us Aussie drivers are getting distracted behind the wheel and lack of attention is the common theme running through the reasons drivers give for speeding. Distracted drivers and the unpredictable nature of children around roads is a recipe for disaster.

“Speed limits and school zones protect our children and the community – but they won’t work unless drivers pay attention.

“Now, as kids have headed back to classrooms, is the time to familiarise yourself with the times when school zones apply and where they are located in your local area.”

*Slow Down Songs* will be rolled out on Spotify across Queensland, New South Wales, Australian Capital Territory and South Australia over the first term. The safety campaign will be supported by a radio and television community service advertisement.

ARSF urges all drivers to #ChooseRoadSafety, slow down and take extra caution in and around school zones.

Key assets:

- The Slow Down Song CSA is available to [download here](#).
- Audio tracks are also available for [download here](#).

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**About Australian Road Safety Foundation:**

The Australian Road Safety Foundation (ARSF) is a not for profit organisation dedicated to improving road safety awareness, enhancing driver education and reducing the impact of road trauma. The Foundation strives to improve road safety outcomes, develop research and education programs and work to inform policy makers on methods to address road safety issues. It also provides an umbrella organisation for other road safety programs and community groups. ARSF is helping to develop a sustainable strategy for reducing the social and economic costs of road crashes, as well as providing a platform for future research and advocacy programs.