

MEDIA RELEASE

GEO-TARGETING TECHNOLOGY TO KEEP KIDS SAFE IN SCHOOL ZONES

Australian first 'Slow Down Songs' on Spotify piloted in Queensland

The Australian Road Safety Foundation (ARSF) has teamed up with Spotify and some of Queensland's leading musicians in a national first that will geotarget drivers within school zones.

The *Slow Down Songs* campaign, which is being piloted in Queensland, will work to keep kids safe within school zones by dramatically slowing down songs and serving road safety messages to drivers as within five kilometres of school zones.

Queensland's leading local musicians including The Jungle Giants, Caitlyn Shadbolt and Shag Rock have donated their songs to help bring the message to life.

ARSF research revealed that three quarters of Queensland drivers admitted to speeding and what is also concerning is that it is happening at an alarming frequency.

In fact, one in three drivers (29%) admit to speeding on at least a weekly basis, whilst a further 42% of drivers admit to speeding at least once every few months.¹

Leading Brisbane creative agency Brother & Co developed the idea and worked in tandem with Spotify to make it a reality.

Andrew Thompson, Creative Director of Brother & Co said: "Every school day, our children are in danger. Despite higher visibility in signage and crossings, many drivers still speed through school zones, often ignoring the 40km speed limits in place. In fact, recent data released by AAMI reveals almost half of Queensland drivers (49%) admit to speeding due to not noticing signs indicating a change in the speed limit.

"We know that the best behaviour change campaigns take place at the very moment we can change behaviour. So rather than a traditional ad that is all too easy to ignore, this idea cuts through at exactly the right time to the right target. We're hopeful it can save many young lives."

With road trauma being the number one killer of children aged 14 and under, ARSF CEO and Founder Russell White called on all drivers to be more aware and slow down in school zones.

"People don't realise that speeding, even a few kilometres over the limit in a school zone can be the difference between life and death so we're tackling the casual attitude towards speed in school zones to prevent the fatal or serious injury of our children," Mr White said.

"This new innovative campaign comes as a timely reminder to all drivers as our most vulnerable head back to school."

"Sadly, we know that one in two Australians have been affected by road trauma, having either lost a loved one or have known someone who has suffered permanent injury from a road crash," he said.

¹ Research conducted by Pure Profile on behalf of the Australian Road Safety Foundation, April 2020, n=1,005 nationally representative by gender, age and location of Australian drivers aged 18 years and over.

AAMI's EGM of Motor Claims, Anna Cartwright said while the majority of motorists do the right thing and slow down, some drivers still admitted to doing the wrong thing around schools, which could have devastating consequences.

"As a leading motor insurer, AAMI has long advocated for greater road safety and is proud to be backing such an innovative campaign to help make people take notice," Ms Cartwright said.

"Speed limits, in particular school zone speed restrictions, have been introduced to protect the community, but they won't work unless people obey them."

"If people don't adhere to these restrictions, the risk of incidents occurring increases enormously – and that's something we don't want to see."

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

[Click here](#) to download the Slow Down Song audio tracks and campaign video.

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National Road Toll 1 January 2020 to 31 December 2020



About ARSF: The Australian Road Safety Foundation 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.