



Today marks the start of Rural Road Safety Month:

Local communities, councils, schools and individuals are being implored to help save lives this September, as part of Rural Road Safety Month, a national initiative working to tackle the alarming fact that almost **two in three** road fatalities occur in regional areas.

The plea comes off the back of new research demonstrating the role all road users play in fuelling risks on rural roads. In fact, the data has shown that the lethal combination of bad behaviour and unpreparedness for high-risk rural conditions has been driving the issue.

ARSF Founder and CEO Russell White is urging everyone to help share the road safety message as part of Rural Road Safety Month, and ultimately prevent road trauma in these regions.

“Often the difference between life and death comes down to the individual choice of road users, and that’s why we’re asking all Australians to be the change they want to see on the road by choosing road safety,” Mr White said.

“Creating the education and awareness of the role individuals play requires a joint effort. We’re grateful for the community support from government, community groups, corporate partners and individuals in advocating for Rural Road Safety Month.

Alarming statistics from the Australian Road Safety Foundation (ARSF) have highlighted the joint effort needed from metro and regional governments to reduce fatalities on rural roads, during Rural Road Safety Month” he said.

For more information on Rural Road Safety Month, and to find out how you can

help save local lives, head to arsf.com.au



Rural Road Safety Month



Australian Road Safety Foundation



I promise to choose road safety,
take responsibility for myself and others,
obey the road rules and be a safe road user. I will always...



Be fit to drive
Drive to suit the conditions
Stay focused & take regular breaks



Avoid distracting the driver
Be a 'second pair of eyes' on the road
Only travel with someone who's fit to drive



Be visible
Wear protective clothing & helmet
Avoid distractions



Be visible
Stay alert & aware of road users around me
Avoid being distracted by devices

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Australian Road Safety Awards:

The winners of this year's Australian Road Safety Awards presented by Suncorp were announced at a ceremony held at Parliament House in Canberra last month. Hosted by Bill Woods, the Awards Ceremony welcomed a number of esteemed guests including Senator the Hon Carol Brown, Assistant Minister for Infrastructure and Transport, and the Office of Road Safety.

The Australian Road Safety Awards acknowledges the achievements of leading road safety stakeholders and provides an opportunity to formally recognise their commitment to improving road safety outcomes.

The Winners of the 11th Annual Australian Road Safety Awards presented by Suncorp are:

Community Programs Awards Presented by Suncorp:

Road Sense Australia's Traffic Offender Intervention Program

School Programs Award Presented by Suncorp:

South Burnett Regional Council's School Safety Projects

Indigenous Programs Award Presented by Supercheap Auto:

PCYC Queensland's Braking the Cycle – Changing Gears

Innovation Award Presented by LicenSys:

Youthsafe's Learner Driver Mentor Online Training

Technology Award Presented by Subaru:

eDriving and Innovation Group's Mentor by eDriving

Local Government Programs Award Presented by Subaru:

City of Gold Coast's Gold Coast Road Safety Plan 2021 - 2026

State Government Programs Award Presented by GITI:

Logan City Council's Tyre Deflation Device - Logan Trial

Judges Recognition Awards Presented by Suncorp:

Maribyrnong City Council's Holistic approach to Road Safety Program, and Royal Perth Hospital's P.A.R.T.Y. Program

Founder's Award:

City of Gold Coast's Gold Coast Road Safety Plan 2021-2026

Russell White said the calibre of road safety projects from all the winners was admirable. "Each year these Awards provide an important moment for us to

recognise the dedication of those committed to improving road safety outcomes and ultimately, saving lives, preventing serious injury and minimising the ripple effect of road trauma,” Mr White said.

“It’s also an opportunity for all of us working in this important space to foster learning opportunities and share new ideas that may produce more life-saving outcomes. The 10 winners over the nine categories have set a new standard in excellence, and I congratulate all of them on their efforts to positively prevent an issue that touches hundreds of thousands Australian lives every year,” he said.



12th Annual Australian Road Safety Awards opening soon:

Nominations open: 1 Oct 2022
Nominations close: 10 Dec 2022
Submissions close: 31 Jan 2023
Award Event: June 2023

For more information on please visit: www.arsf.com.au

Other key dates for 2022:

World Day of Remembrance for Road Traffic Victims: 20 Nov 2022

Christmas Campaign: 1 Dec 2022 - 31 Jan 2023

ARSF is committed to driving the safety of every road user, every day, to achieve a significant year-on-year reduction in road deaths and injuries requires a community approach. We cannot do it alone.

We seek to collaborate with other events held around the country that are then added to our calendar. To register your event, please [click here](#).

To see other ways you can get involved with road safety, [click here](#).

Be the change you want to see on the road

