



The Year Ahead:

Happy New Year, and welcome to the first issue of our 2023 newsletter. Every year, we hope that everyone enjoys a safe and happy holiday, but tragically our road toll tells a totally different story. Sadly, 1,187 lives were lost on Australian roads in 2022. This is an increase of 5.8% from 2021.

With the number of fatalities on our nation's roads increasing, we must do more to reverse this trend. We can upskill ourselves and become more road safety resilient - become a better driver, pedestrian, skateboarder, scooter rider, passenger and take personal responsibility for our role in road safety in 2023 – we are all part of the road safety puzzle.

As we return to work and school make it your new year's resolution to focus on road safety each time you share the road. Remember school zones are back in place to protect our precious children and drive with extra care in and around them.

This year, consider what you can do to make the road safer for your community, your loved ones, and yourself. Together, we can save lives.

Slow Down Songs:

As a new school year begins, our Slow Down Songs campaign is an important reminder to slow down and be extra cautious in and around school zones.

With the support of AAMI, we are teaming up with Spotify and some of Australia's leading musicians to drive this message throughout the first term. Drivers listening to Spotify will be alerted when entering within five kilometres of a school zone by dramatically slowing down a song.



RoadSet:

Our digital road safety awareness education program for teens and tweens, RoadSet is available 24/7 online. Whilst many schools utilise RoadSet, it can also be accessed at home together as a family. It takes just over an hour to complete, and has fun, gamified elements throughout. Check out RoadSet at www.roadset.com.au

12th Annual Australian Road Safety Awards:

A reminder that submissions for the 2023 Australian Road Safety Awards close on Wednesday 15th February. We are pleased to announce the Awards luncheon will once again be held at Parliament House in Canberra on Wednesday 14th June 2023.

The Awards acknowledge the achievements of leading road safety advocates and their ongoing commitment to improving road safety outcomes across all sectors on a national level. It provides the opportunity to network and discuss new strategies with likeminded organisations and individuals. For more information, please visit our [website](#).



Looking forward in 2023:

- **Slow Down Song campaign** - Back to school throughout February
- **Fatality Free Friday campaign** - May 2023
- **Fatality Free Friday National Day of Action** - 26th May 2023
- **Australian Road Safety Awards** – 14th June 2023
- **Rural Road Safety Month** – September 2023
- **World Remembrance Day for Road Traffic Victims** - 19th November 2023
- **Christmas Road Safety campaign** – December 2023 / January 2024
- **Road Safety Resilience** - year-round
- **RoadSet**- online road safety awareness for teens & tweens - year-round

ARSF's commitment to driving the safety of every road user to improve road safety outcomes across Australia requires a community approach. We seek to collaborate with other road safety events to include on our calendar.

To register your event, please [click here](#).

Council And Community Subscription Service:

Does your workplace, council or community organisation want to be more involved in road safety in 2023?

ARSF have developed a dedicated Subscription Service providing road safety data, infographics, campaign collateral with fact sheets and research, community involvement and road safety resilience content.

These assets are designed to offer road safety information year-round to support your own road safety events and initiatives to drive the road safety message within your community or workplace.

For more information [click here](#).

Which piece of the puzzle are you?

Road safety is up to all of us. Whether you are a driver, motorcyclist, cyclists, scooter rider, skateboarder, pedestrian and even a passenger – the keys to road safety are in all our hands. Make a promise to choose road safety today and every day.



What can you do as a passenger?

- Always wear a seatbelt
- Discourage risky driving behaviour
- Take charge of navigation and music controls
- Avoid distracting the driver
- look out for hazards and calmly warn the driver

Be the change you want to see on the road

