

MEDIA RELEASE

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FATALITY FREE FRIDAY ROAD CRASHES A TRAGIC REMINDER TO KEEP FOCUS ON SAFETY

While four states record a Fatality Free Friday, six lives were taken too soon

The Australian Road Safety Foundation (ARSF) sends its condolences to the loved ones of six people who were tragically taken too soon in road crashes yesterday.

The deaths occurred on Fatality Free Friday, an initiative that operates on the belief that going one day without fatalities, demonstrates the impact that a focus on road safety can have every day after.

Almost half (46%) of Australians say safety isn't always top of their mind when they are using the road ¹, with as high as 62 per cent of people still admitting to taking risks. ²

These attitudes and behaviours are why Fatality Free Friday – one of the nation's largest community road safety initiatives – implores road users to choose road safety and wave in a fatality free future.

ARSF Chief Executive Officer and Founder Russell White said that these deaths were a tragic reminder of why road safety should be a cause that we all advocate for.

"Our thoughts are with the loved ones of these fatalities, all of the families and friends who now face one of life's toughest challenges, dealing with unspeakable grief," Mr White said.

"While we know about these tragic deaths yesterday, we cannot know the number of lives that were saved across the rest of the nation where no fatal crashes were recorded."

"And so, we will continue in our pursuit to end road trauma and drive the message home for all road users to choose road safety and to focus on the road every time they are using it," he said.

Held annually on the last Friday in May, Fatality Free Friday works to educate road users on the individual responsibility they have to prevent road trauma and asks them to be the change we need to see on the road.

Through a national month-long education campaign and series of community events the annual initiative reached millions of Australians this year.

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¹ Research conducted by Pure Profile on behalf of Australian Road Safety Foundation between 3-9 March 2022 with a sample size of n=1,016 adults aged 18+years

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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.