



Road Toll Update:

312 people have sadly already died on Australian roads this year. This number represents a 4% increase in the number of road fatalities at the same time last year and includes drivers, motorcyclists, passengers, pedestrians and cyclists.^[1] In the lead up to Fatality Free Friday in May, we have released **Road Safety Resilience Planning** for all road user groups.

^[1] Statistics for 1 – 31 March 2023 Data sourced from BITRE as at 14 April 2023

Fatality Free Friday:

The 17th Fatality Free Friday campaign was launched at Suncorp Stadium, Brisbane on Friday 28th April 2023. This national campaign works by educating road users on the role every individual has in driving down road deaths, serious injury and the ripple effect trauma has across loved ones and our communities.

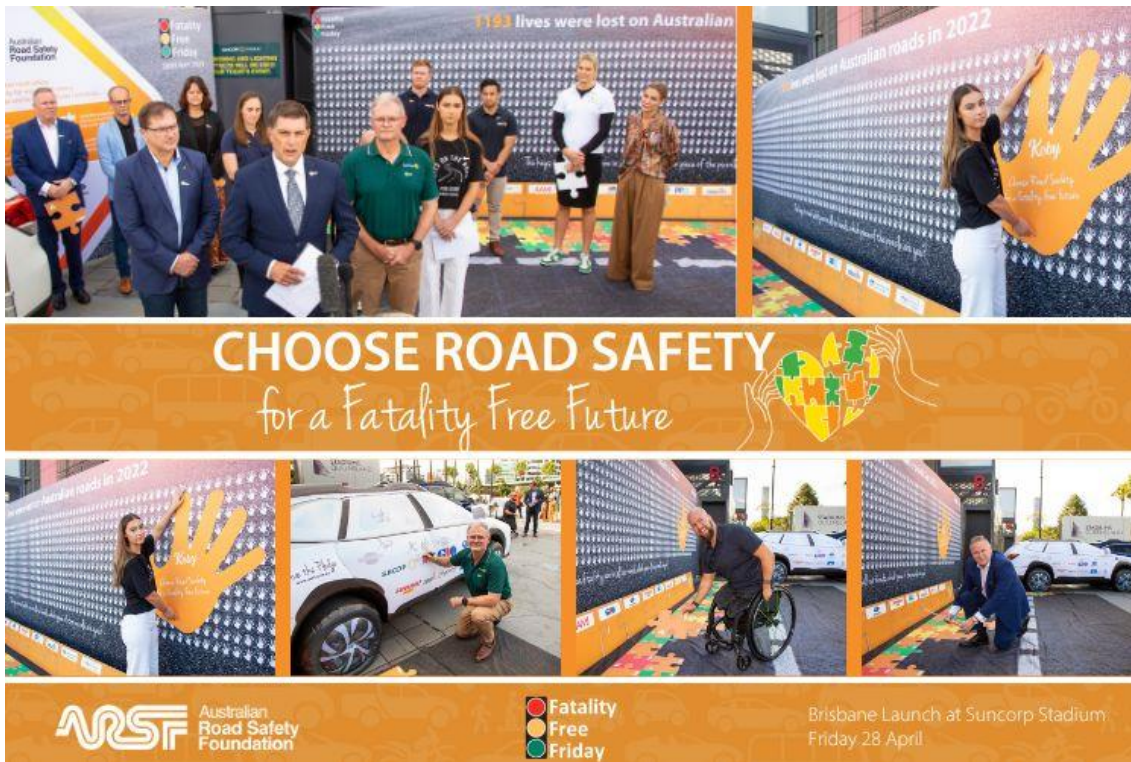
Throughout the launch a giant puzzle was created to demonstrate that all road users play a crucial role in creating a safer road environment. Whether you're a driver, pedestrian, cyclist or scooter rider every individual is a piece of the road safety puzzle and together we can piece together a ***fatality free future.***

We invite **you** to join us by activating in your community, workplace or school during the month of May in the lead up to the national day of action on **Friday 26th May 2023**. Some ideas include:

- Create a road safety display in your workplace, school or community to encourage road users to make their **promise to choose road safety.**
- Organise an activity, awareness or fundraising event.
- Share our campaign messages on your social platforms or internal networks.
- Host road safety presentations.
- Help educate our teens & tweens with our free **RoadSet** online learning experience.

ARSF has designed all the creative assets needed to activate your own Fatality Free Friday event this month, so if you need further resources or would like to order merchandise, **sign up now.**

Choose Road Safety for a **Fatality Free Future.**



As part of this year's campaign ARSF is calling on Australians to bring back the all-important 'thank you wave' as a kickstart to spreading a culture of sharing the road alongside an urgent call to choose road safety. Road users in support of Fatality Free Friday can **make a promise** to raise their own hand and help wave in a new era of road safety.



Calling Australians to Get Involved:

It's easy to become involved and to participate in our national road safety campaigns. Our affordable **Council and Community Subscription Service** will allow you to stay informed and have the resources you need to improve road safety outcomes in your workplace, school, organisation and community.

12th Annual Australian Road Safety Awards - Presented by Suncorp:

Judging is taking place this month, and winners will be announced during the Awards at Parliament House in Canberra on 14th June 2023. This daytime event provides a valuable networking opportunity with other road safety stakeholders. Tickets are limited and are **on sale now.**



Road Safety Resilience Planning:

Every road user must make important road safety decisions every time they're on or around our roads. Whether you're a driver, passenger, pedestrian, cyclist, use a scooter or a skateboard – we're all road users and play a part in reducing the impacts of road trauma. Check out our updated information on **Road Safety Resilience Planning**.



What can you do as a driver?

- Always be fit to drive
- Ensure you're not impacted by fatigue, drugs or alcohol
- Avoid distractions
- Stay alert and aware of all road users around me
- Drive to suit the conditions
- Stay focused and take regular breaks

Be the change you want to see on the road

