

JULY 2023



BUILDING ROAD SAFETY RESILIENCE FOR A FATALITY FREE FUTURE



As the road toll rises, we need to consider a new paradigm in our approach. If we are to reverse this alarming trend, we need to start looking at new ways to deal with this very complex issue.

The time has come to place a greater focus on the human factors and social norms that influence our attitudes and behaviours on and around the road.

Most road users have noticed a cultural shift in recent years, showing an increased level of aggression, impatience, and distraction. These are all symptoms of the broader social issues we face on the roads, and these will get worse unless we, as a community, do something to change the situation.

We need to look at altering our perception of what dangerous behaviours are, and change the narrative from the risk of getting caught doing the wrong thing, to considering the outcome if something catastrophic happens.

To change road user attitudes, we need to increase education and awareness in our communities, workplaces, and schools. Together, we can work towards a Fatality Free Future.



A handwritten signature in blue ink, appearing to read 'Russell White'.

Russell White

CEO & Founder

Latest Statistics

Road Toll Update

518 people have sadly already died on Australian roads this year. This number represents a 2.8% increase in the number of road fatalities at the same time last year and includes drivers, motorcyclists, passengers, pedestrians and cyclists.

Statistics for 1 – 31 May 2023.

Data sourced from BITRE as at 16 June 2023

Heavy Vehicles

During the 12 months to the end of March 2023, 188 people died in crashes involving heavy vehicles. Fatalities on our roads involving heavy vehicles have increased by 6.8% when compared to the corresponding 12-month period one year prior.

Data sourced from BITRE as at 16 June 2023

Fatality Free Friday

May 2023

The Fatality Free Friday national day of action was held at Martin Place in Sydney on Friday 26th May 2023.

We were joined by families who have been impacted by road trauma, calling on passersby to commit to being a piece of the puzzle as we all work together to solve road safety.

Tragically, our roads claimed six lives on Friday 26th May 2023. Our hearts go out to all the families, friends and communities left behind.

Thank you to the communities, businesses and schools who supported our Fatality Free Friday campaign. Together, we can wave in a fatality free future.



We also had Coomera Netball Club create a giant puzzle during our Fatality Free Friday campaign to demonstrate that all road users play a crucial role in creating a safer road environment.

Australian Road Safety Awards

presented by Suncorp

14 June 2023

The winners of the 12th Annual Australian Road Safety Awards presented by Suncorp were announced at a luncheon at Parliament House in Canberra on 14th June 2023.

The awards were presented by Senator the Hon Carol Brown, Assistant Minister for Infrastructure and Transport. Click [here](#) to view the Senator's speech.

We make special mention to the winner of the Founder's Award, Mornington Peninsula Shire for their Safer Speeds on rural roads program. A big congratulations to all the winners and we would also like to acknowledge all entrants.

For the full list of winners and information regarding the 13th Annual Awards in 2024, please click [here](#).

FarmFest Field Days

6-8 June 2023

The ARSF joined partner Lowes BP to spread the road safety message at the annual FarmFest Field Days in Kingsthorpe, near Toowoomba.

The ARSF team showcased the 'Reaction Wall' which is a great measure of reaction speed and peripheral vision.



Those with the highest score on the Reaction Wall each hour received a \$25 fuel voucher with a second chance draw allowing all participants a chance to win on the final day. Prizes were generously donated by Lowes BP.

Subaru School Holidays Podcast

With school holidays already underway, if you're looking for some fun be sure to tune in to Subaru's new podcast which launched 20th June. It's been created for kids and grown-ups to enjoy in the car, or anywhere else.

Join host and Subaru Ambassador, Andrew Daddo, along with guest experts to learn more about our amazing country.

Listen free [here](#) or on Apple podcasts, Google podcasts, Spotify or wherever you get your podcasts.



Get Involved

In the lead up to Rural Road Safety Month this September, we urge communities and schools to include the dates in your diary and 'Get Involved'. To see how you can get involved, click [here](#).

Subscription Service

It's easy 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. Click [here](#) for more information.

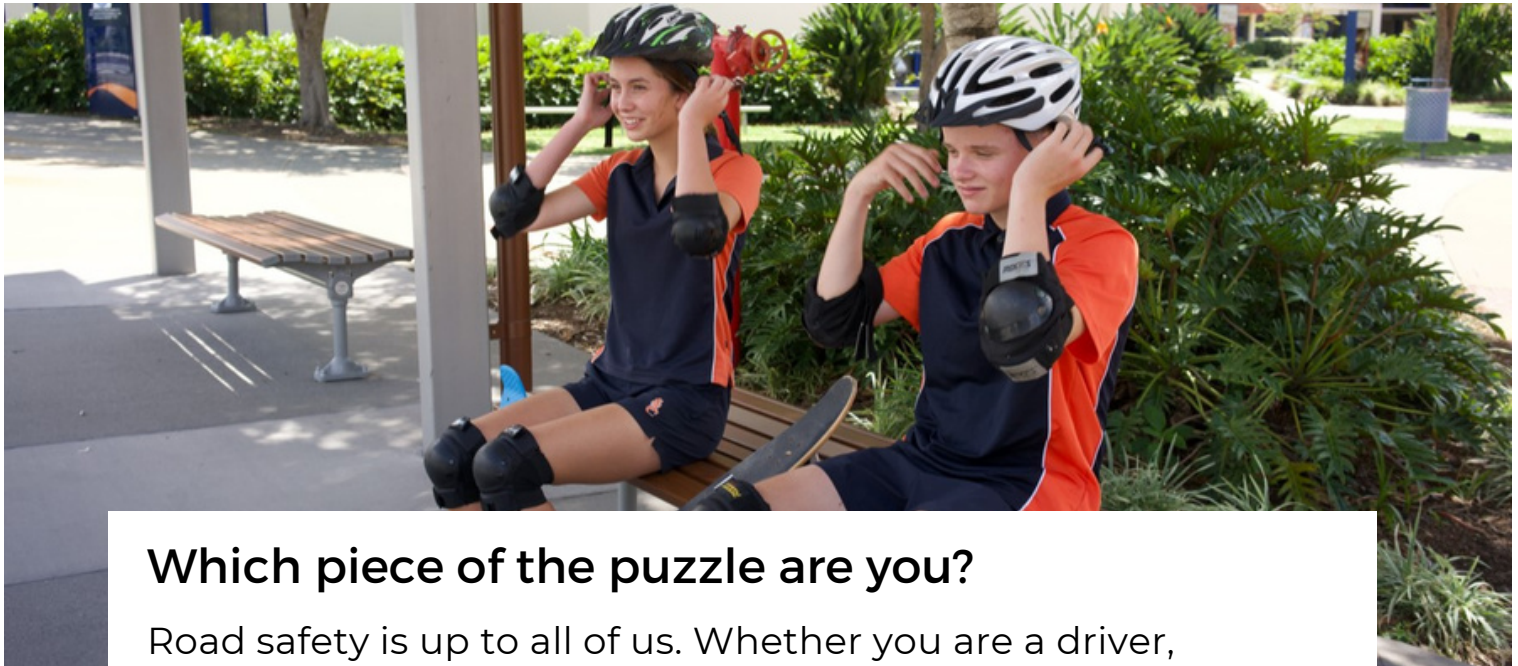


Free Road Safety Resources

The ARSF have recently released a guide on how to get involved in road safety. To check out these free resources, click [here](#).

»» Upcoming Events

- Supercheap Auto Charity Week - 14 to 19 August 2023
- Rural Road Safety Month - September 2023
- World Day of Remembrance for Road Traffic Victims - 19 November 2023



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 or even a passenger - the keys to road safety are in all our hands. Make your promise to choose road safety for a Fatality Free Future.

What can you do as a scooter rider?

- Always wear a helmet
- Inspect your scooter before use
- Ensure you are fit for the ride
- Be aware of your surroundings
- Do not double-up, ride your scooter solo
- Keep both hands on the handlebars

