

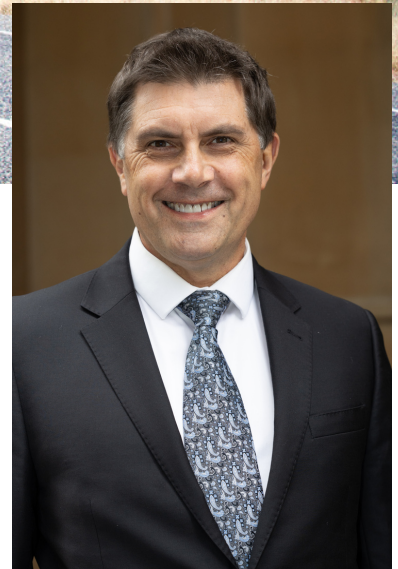
AUGUST 2023



BUILDING ROAD SAFETY RESILIENCE FOR A FATALITY FREE FUTURE



Increasingly, I'm being asked to comment in the media about hooning. There seems to be an increase in recorded cases and videos making their way on to social media and surprisingly, these videos are not confined to the younger risk-taking age groups.



A percentage of these are examples of skylarking with burnouts being done by some older drivers. Other examples have been dedicated to a particular event, including even a gender reveal! This appears to expose an underlying general tone and / or culture of dangerous and reckless behaviour.

Hooning is a safety risk for those driving, those on or near the road, and for those spectators who are often cheering the act whilst filming. The human cost of this behaviour can have catastrophic consequences as the margin for error is minimal. There is plenty of evidence online showing how badly things can go wrong.

This sort of behaviour is illegal and dangerous. Once the traction of the tyre is lost, the car is out of control. So deliberately provoking this situation, especially on public roads is just asking for trouble.

We can, and we must, shift our focus to the human factors and social norms that influence these attitudes and behaviours. 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

721 people have sadly already died on Australian roads this year. This number represents a 6.8% increase in the number of road fatalities at the same time last year and includes drivers, motorcyclists, passengers, pedestrians and cyclists. South Australia has shown the greatest increase in road deaths of 65.1% compared to the same period in 2022.

Statistics for 1 Jan - 31 Jul 2023

Data sourced from BITRE as at 15 August 2023

Rural Road Safety

While less than a third of Australia's population live outside major cities, road deaths in these regional areas accounted for almost two thirds (65%) of last year's road toll.

Rural road safety isn't just a concern for the people who live there, but also those visiting or travelling through.

Data sourced from BITRE & Australian

Government Institute of Health and Welfare as at June 2023

Rural Road Safety Month

September 2023

Rural Road Safety Month will officially launch on **Friday 1st September 2023**. This year's campaign messaging, *Respect the Road*, highlights the added risks when travelling on rural and remote roads.



Throughout September, individuals, businesses, and community organisations are encouraged to share information, host local events, create a display with your road safety promise and wave in greater respect for the roads and those we share it with. We urge all road users to *Choose Road Safety* not just across the month, but 365 days of the year.

How can you be the change you want to see on the road? Respect other road users, obey the road rules, drive to suit the conditions, map out rest stops and always ensure you

and your vehicle are fit for the journey. Click [here](#) to find out more and download your free campaign resources.

Risky Road Use Roundtable

July 2023

ARSF attended an industry roundtable in Adelaide last month with representatives from organisations that support and rely on advancing road safety.

Chaired by the Assistant Minister for Infrastructure and Transport, Senator the Hon Carol Brown,

discussions focused on reducing risky road use on Australian roads, one of the nine priorities included in the National Road Safety Strategy 2021-30. Topics included how we can improve seatbelt use, reduce drink and drug driving, and minimise other risky road behaviours such as distracted driving and speeding. Click [here](#) to view the Senator's statement.



ARSF Calendar



Do you have an upcoming road safety event in your community that you would like to promote? Click [here](#) to include the details on our website.

Reflect on Road Safety Stickers

We are proud to have Supercheap Auto as our National Community Charity Partner and their ongoing support in making road safety super.

Supercheap Auto customers were recently able to collect their 'Reflect on Road Safety' sticker in participating stores to show their support for road safety. In promoting road safety, the stores encouraged customers to reflect on the way they use the roads and to always choose road safety.



Putting Reflexes to the Test with Subaru Australia

ARSF was excited to attend the Queensland Subaru Sales Managers quarterly meeting held at the iconic Alan Border Oval in Brisbane. All attendees were given the opportunity to test their speed and peripheral vision on our state-of-the-art reaction wall. The interactive experience engaged participants in a fun yet educational manner, while also serving as a powerful tool to raise awareness about the critical importance of quick and precise responses on the road.

ARSF CEO, Russell, shared compelling stories, insightful statistics, and practical tips to empower the sales managers with the knowledge and tools to foster a culture of road safety within their teams and their local communities.

Both ARSF and Subaru share a common commitment to ensuring safer roads for everyone. The positive feedback from the attendees motivates ARSF to continue our efforts and help reduce road trauma in Australia.



Containers for Change

To donate your Containers for Change to ARSF, [click here](#) or search Australian Road Safety Foundation on the app using our member number: **C11049010**

Note: Containers for Change is available in QLD and WA

»»» Upcoming Dates

- Rural Road Safety Month - September 2023
- National Safe Work Month - October 2023
- Road Safety in the Workplace Round Table - 10 October 2023 (by invitation only)
- 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, cyclist, 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 motorcyclist?

- Regularly check and service your motorcycle
- Wear protective clothing and helmet
- Ensure you are fit for the ride
- Maintain a safe following distance
- Ride to suit the conditions
- Stay focused and take regular breaks

