

OCTOBER 2023



BUILDING ROAD SAFETY RESILIENCE FOR A FATALITY FREE FUTURE



It's certainly been a very busy period for the ARSF team travelling around the country and visiting regional areas promoting Rural Road Safety Month. This work could not be more important with road trauma rates growing at unacceptable levels. More concerning is that these trends appear to be getting worse.



With the release of the [2023 AAMI Crash Index](#): Australia's worst crash hot spots revealed, it was no surprise to read that 'Nose-to-tail' are the most common type of crash at the majority of the top hotspots throughout Australia. Friday remains the most common day and afternoons are the worst time for accidents nationally.

Many road crashes are avoidable. Whether the label is driver distraction or lack of attention, as road users and operators of a vehicle we need to have our minds on the job at hand, travel at a safe distance and drive to the conditions – that's weather, road and/or traffic conditions. Following too closely or tailgating, and impatience are risky road behaviours which we can control.

As we transition from Rural Road Safety Month (Sep) into National Safe Work Month (Oct), it seems the frequency of media reports of multiple fatality crashes is escalating. After spending time, during Rural Road Safety Month, with people who have lost loved ones and first responders, we must be reminded of the ripple effect of road trauma and make a concerted effort not to become accepting of road crash fatalities.

We all, as individuals, must choose to make a difference for the better on our roads as we strive together for a Fatality Free Future.

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

Russell White

CEO & Founder

Latest Statistics

Road Toll Update

838 people have sadly died on Australian roads this year. This number represents a 9% increase in the number of road fatalities at the same time last year.

South Australia has shown the greatest increase in road deaths of 60.4% compared to the same period in 2022. Cyclist deaths have also increased by 76.5%.

Statistics for 1 Jan - 31 August 2023
Data sourced from BITRE as at 18 September 2023

Heavy Vehicles

During the 12 months to the end of June 2023, 180 people lost their lives in crashes involving heavy vehicles (a decrease of 7.2%) and 22 people lost their lives in crashes involving buses (an increase of 37.5%) when compared to the corresponding 12-month period one year prior.

Data sourced from BITRE as at 18 September 2023

Rural Road Safety Month

September 2023

The national launch was held at GIO Stadium Canberra, where the stadium seats served as a powerful representation of the more than 26,000 deaths on Australian roads over the last 20 years. The display also included 1,188 flowers to represent the lives lost in 2022. Nigel and Jody Smith spoke of losing their 18 year old son Lachlan in an horrific crash, highlighting the ripple effect of road trauma.



Joining ARSF at Royal Adelaide Hospital was Jack Annear, survivor of a crash that killed three of his friends and left Jack with serious injuries to overcome. SA Minister for Police, Emergency Services & Correctional Services, Joe Szakacs, Royal Adelaide Hospital Associate Professor Dan Ellis and Suncorp's Executive Manager CTM Claims, Curtis McKay, all emphasised the importance of road safety resilience and being adequately prepared.

The team then moved to Peacehaven Park in Toowoomba where the display highlighted the 297 lives tragically lost on Queensland's roads in 2022. Tegan Douglas courageously shared the story of losing her 8 year old daughter Olivia to road trauma - an unimaginable loss.

Thank you to all the individuals, businesses and community organisations who contributed to the success of this campaign by hosting local events and creating displays with their road safety promises. Together, we urge all road users to continue to share the *'Respect the Road'* message across Australia.

To view images from the campaign, click [here](#).



Rural Road Safety Month Webinar

During Rural Road Safety Month, ARSF released an online webinar to highlight the need for greater respect on our roads, especially in rural, regional and remote areas. ARSF Founder and CEO, Russell White speaks with industry experts, medical professionals, and road trauma

survivors who share their insights and personal stories. To watch the webinar, click [here](#).

Australian Road Safety Awards

Nominations now open

Nominations for the 13th Annual Australian Road Safety Awards, presented by Suncorp are now officially open. These awards were established to recognise the outstanding work, achievements and innovation of leading road safety advocates by providing a prestigious platform to formally recognise their contribution and commitment to improving road safety outcomes.

In addition, we have renamed the Corporate Fleet Safety Programs Award to the Workplace Road Safety Award, to recognise all those businesses managing road safety risks at work. If your workplace prioritises road safety, we invite you to nominate and showcase your commitment to creating safer roads for all.

For further information regarding award categories, entry process and judging criteria, click [here](#).



Australian Road Safety Awards

PRESENTED BY
SUNCORP 

KEY DATES

Nominations open: 3 October 2023
Nominations close: 14 December 2023
Submissions close: 15 February 2024
Awards event: June 2024

National Safe Work Month 2023

This October is National Safe Work Month and ARSF is encouraging all individuals and organisations to include road safety in their conversations about safety in the workplace.

If you travel for work, check out ARSF's Journey Management Plan in our online resources, click [here](#).

Did you know?

72% of workplace fatalities in 2022 involved a vehicle.

You can help to reduce road trauma and make a promise to #ChooseRoadSafety

For more information about National Safe Work Month, click [here](#).

Get Involved

In the lead up to World Day of Remembrance for Road Traffic Victims on Sunday 19th November 2023, we urge communities, organisations and schools to include the date in your diary and *Get Involved*. To see how you can get involved, click [here](#).

ARSF testing reaction times with Suncorp Group

To coincide with Rural Road Safety Month, ARSF and the Suncorp Group have been busy with road safety talks and testing the reaction times of staff. The interactive Reaction Wall provides a fast, fun and addictive way to challenge the teams, while highlighting concentration, peripheral vision and reaction times – all attributes required when driving on our roads.

During September, ARSF CEO Russell White visited Gisborne VIC, Toowoomba QLD and Sydney NSW with the Reaction Wall to hold a series of road safety talks with the teams. Both ARSF and partner Suncorp Group share similar values with a commitment to deliver strong road safety messaging and to reduce road trauma across all communities in Australia.


SubiNats - 30 September 2023

SubiNats is Australia’s biggest most exciting Subaru Event. Held at Sydney Motorsport Park on 30th September 2023, the ARSF team attended the event for the Subaru community and all Subaru enthusiasts – competitors, spectators and volunteers. Attendees were able to test their reaction time on the ARSF Reaction Wall whilst learning about the importance of eliminating distractions when on or around the road.




Neuron’s Helmet Safety Awareness Week


ARSF partner Neuron launched their third annual Helmet Safety Awareness Week on Monday 18th September 2023. The global safety campaign is dedicated to promoting the importance of wearing a helmet and safe, responsible scooter riding. With safety a cornerstone of their business, Neuron provided extra education initiatives and incentives to help increase helmet awareness and use during the campaign. For more information about Neuron and how to Scoot Safe, click [here](#). Check out the top 5 reasons why helmets should always be worn:




Weather protection
Rain or shine, your helmet's got you covered




Skip the fines
Wearing a helmet is a legal requirement





Be seen, be safe
Bright helmets mean better visibility



Boost your safety
Helmets cut the risk of serious injury by 70%



Lead the way
Show off your smarts and set an example for others



»»» Upcoming Dates

- Road Safety in the Workplace Round Table - 10 October 2023
(by invitation only)
- World Day of Remembrance for Road Traffic Victims - 19 November 2023
- Christmas Road Safety Campaign - December 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.

Sharing the road with Heavy Vehicles:

- Be mindful that heavy vehicles have added blind spots
- Maintain a safe following distance
- Only overtake when it is safe to do so
- Always allow extra space when near a heavy vehicle that is turning

