



13 time Formula One World Champion Sir Jackie Stewart once said “It takes leadership to improve safety.” In the 1970’s, Sir Jackie, and others, changed the face of safety in motorsport because too many lives had been lost and something had to be done. They could simply not tolerate the status quo any longer. That work and leadership continue to influence motorsport safety to this day.



So, the question for road safety is, at what point will we reach that time when something has to be done to change things?

The nation’s road toll has been increasing and this situation is unacceptable. My fear is that we see these figures continue to increase unless we change as a society and not simply rely on the things that have worked in the past.

Leadership in road safety is essential for creating and sustaining initiatives that reduce crashes, injuries, and fatalities on our roads. Effective leadership in this context involves a combination of strategy, education, policy advocacy, and community engagement.

And these are the key areas the ARSF has focused on and will continue to do so – but clearly, we cannot do this in isolation. This leadership also needs to extend across the whole community, not just government. We need more local champions and the next generation of road safety leaders to help change the current road safety culture.

Cultural change in road safety requires persistence and a multi-faceted approach. The goal is to create a collective understanding that road safety is a shared responsibility and a moral obligation to protect lives. Inspiring a greater cultural change in road safety is a challenging but essential endeavour. It involves changing people's attitudes, behaviours and beliefs regarding road safety. And that can be the greatest challenge of all.

What is very clear, is that that something new needs to happen if we are to see reductions in the road trauma.

Be Safe.

Russell White
CEO & Founder

Latest Statistics

Road Toll Update

1,042 people have sadly died on Australian roads this year. This number represents a 6.9% increase in the number of road fatalities at the same time last year.

During this period, cyclist deaths have shown a 24% increase compared to 2022.

Statistics for 1 Jan - 31 Oct 2023
Data sourced from BITRE as at 15 November 2023

Work Related Road Safety Round Table

10 October 2023

Our first Work Related Road Safety Round Table was held in Brisbane on the 10th October 2023. More than 20 people attended the invitation only event and provided insights into work related road safety practices in their industries and organisations. They also shared their ideas on improving road safety in the workplace. The Round Table opened with a welcome from the Hon Shayne Neumann MP, who was representing Senator the Hon Carol Brown, Assistant Minister for Infrastructure and Transport. As a result, the Australian Road Safety Foundation will conduct more Work Related Road Safety Round Table events in 2024.



**Australian
Road Safety
Awards**

PRESENTED BY
SUNCORP

NOW OPEN FOR 2024

Nominations close: 14 December 2023
Submissions close: 15 February 2024
Awards event: 25 June 2024

World Day of Remembrance for Road Traffic Victims

19 November 2023

Sunday, 19 November 2023 was World Day of Remembrance for Road Traffic Victims, which this year marked 30 years since this Day was first commemorated. More than 1,100 Australians lose their lives on our roads each year, and thousands more are injured.

All Australians were encouraged to light a candle at home to reflect and remember all road traffic victims, the emergency services teams and first responders impacted by road trauma.

The ARSF together with key partners and the Parliamentary Friends of Road Safety honoured the more than 44,000 lives that have been lost on Australian roads over the last 30 years at an event at Parliament House in Canberra earlier this month.



Christmas Road Safety

The festive season is a time for celebration and togetherness, but it also brings an increase in traffic, risks and potential hazards on and around our roads. ARSF's Christmas Road Safety campaign focuses on the importance of being prepared, respecting the road, ensuring you and your vehicle are fit for the journey, and looking out for other road users.

Join us in spreading the message of road safety this holiday season and ensure we all *Make it home for Christmas*. Be sure to follow our social pages for road safety tips for the upcoming holidays.

To see more about our Christmas campaign and to download our campaign resources, click [here](#).

Get Involved



In the lead up to the festive season and holiday break, we urge all communities, businesses and schools to include road safety in your conversations. To see how to get involved in road safety, click [here](#).

Subaru's Great Australian Detour Podcast

If you need help keeping the kids entertained on road trips, check out Subaru's Great Australian Detour kids' cast - a podcast for kids and grown-ups to enjoy together. Join host and tour guide Andrew Daddo, along with expert guests to discover why Australia is such a wonderful place and the amazing people, places, food, animals and experiences to enjoy. To check out the podcast, [click here](#).



TOWvember with Pedders



As we near December and the beginning of the festive season, our minds turn to our holiday breaks and the fun pursuits we undertake at this time of year. Before you set off with the caravan, boat, jetski and anything else you may be towing, it's a timely reminder to think about the safety measures and preparations necessary

to ensure a joyful and stress-free holiday season.

ARSF's new partner Pedders is providing towing and load-carrying safety tips during their TOWvember campaign to highlight the impacts of weight on a vehicle.

It is also important to consider the maximum load capacities and weight ratings for both the tow vehicle and equipment.

To read more tow vehicle tips from Pedders, click [here](#).

ScootSafe with Neuron

Neuron scooters are available to hire in many Australian cities. Neuron's ScootSafe Academy has information to challenge your riding knowledge quizzes on the *Learn* page. To find out more head to [ScootSafe](#).



»»» Upcoming Dates

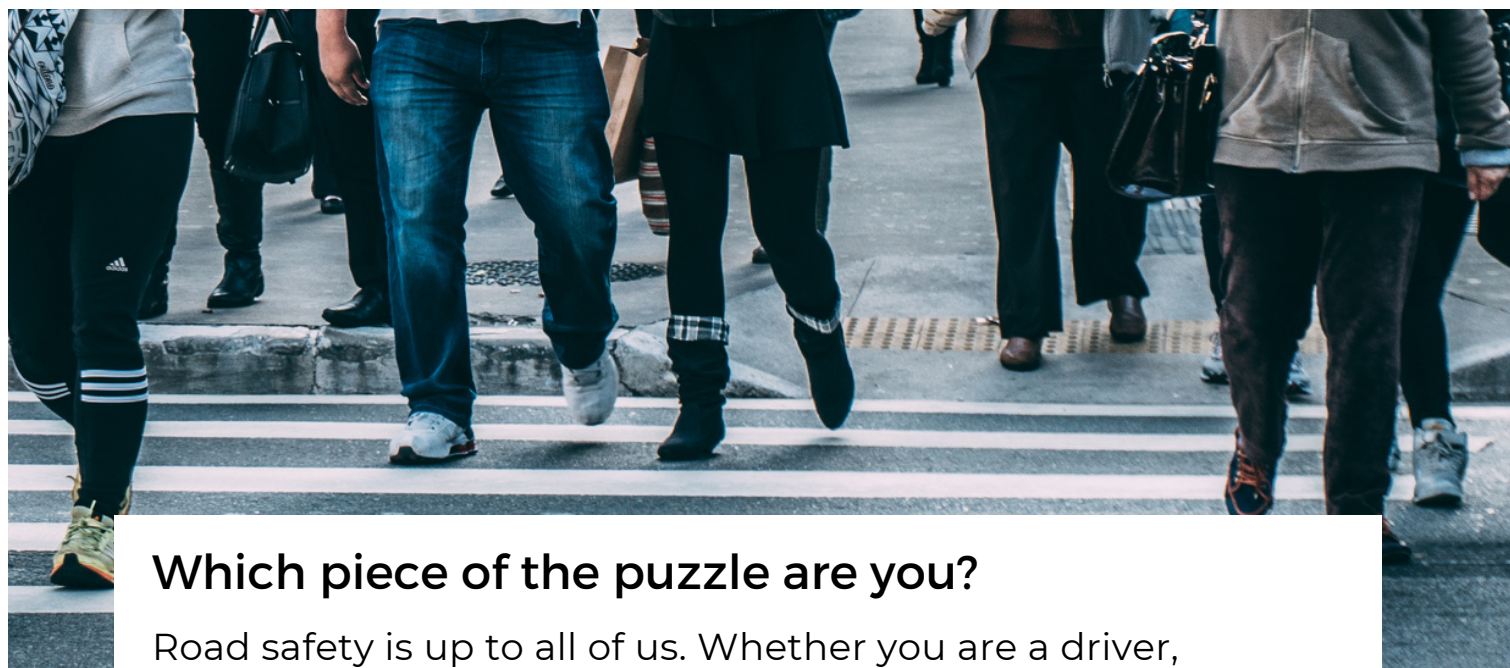
- Christmas Road Safety Campaign - December 2023
- Slow Down Songs - February 2024
- Fatality Free Friday - May 2024
- Australian Road Safety Awards - June 2024



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



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 pedestrian?

- Be seen by other road users before crossing the road
- Avoid being distracted by devices
- Stay alert and aware of other road users
- Obey traffic lights and crossing signals

