

FEBRUARY 2024



BUILDING ROAD SAFETY RESILIENCE FOR A FATALITY FREE FUTURE



The 2023 road toll reveals a distressing trend that highlights the desperate need for a concerted effort to reduce the road toll and the impact road trauma creates in our communities.

While police enforcement, improvements to infrastructure and vehicle safety are crucial, personal responsibility and attitudes toward safety play equally vital roles.

There is a prominent surge in risky behaviour, impatience and aggression on our roads. Research and feedback from drivers reveal a concerning focus on getting caught and paying a fine rather than putting others' lives at risk!

We as individual road users must reflect on the choices we make on and around the road. A shift in road safety culture is urgently needed to promote tolerance, respect and situational awareness.

What can we do to achieve this? We can upskill ourselves, our communities, our workplaces, and our young people to become more road safety resilient. We can take personal responsibility for our role in road safety in 2024 and beyond.



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

**Russell White**  
CEO & Founder

# Latest Statistics

## 2023 Road Toll

1,273 lives were lost on Australian roads last year, representing a 7.9% increase in the number of road fatalities. Compared to 2022, South Australia showed the greatest increase in deaths followed by Victoria and New South Wales.

- More than half the lives lost were not drivers
- 62% of fatalities occurred during the day
- 102 school aged lives were lost
- 3 in 4 deaths were male

To view the 2023 Road Toll infographic, click [here](#).

Statistics for 1 Jan - 31 Dec 2023 | Data sourced from BITRE as at 15 February 2024

## Heavy Vehicles

During the 12 months to the end of December 2023, 169 people died in crashes involving heavy trucks (a decrease of 1.2% compared to 2022) and 18 people lost their lives in crashes involving buses

Data sourced from BITRE as at 22 February 2024.

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## Slow Down Songs

102 school-aged lives were tragically lost on our roads in 2023\*. The keys to reducing this number and saving lives are in our hands, which is why we're partnering up with AAMI once again to encourage Australians to drive safely in and around school zones for our *Slow Down Songs* campaign.

The campaign runs throughout the first term of the school year, rolling out across Queensland, New South Wales, and South Australia on Spotify. With the use of geo-targeting, listening drivers will be alerted when entering within five kilometres of a school zone by dramatically slowing down a song and serving safety reminders.



To view the media release and latest research from AAMI, click [here](#).

\*BITRE, as at 15 February 2024



# Key Dates for 2024

- Slow Down Songs - February 2024
- Fatality Free Friday - May 2024
- Australian Road Safety Awards - 25 June 2024
- Rural Road Safety Month - September 2024
- National Safe Work Month - October 2024
- World Day of Remembrance for Road Traffic Victims - 17 November 2024
- Christmas Road Safety - December 2024

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

## Australian Road Safety Awards Presented by Suncorp



Thank you to those who have submitted their road safety initiatives into the 13th Annual Awards.

The winners will be announced during the event on the 25th June 2024 at Parliament House, Canberra with special guest speaker Senator the Honourable Carol Brown, Assistant Minister for Infrastructure and Transport.

This event provides a great opportunity to network with other stakeholders committed to improving road safety.

Tickets are on sale now. For more information, please click [here](#).



**Australian  
Road Safety  
Awards**

PRESENTED BY

**SUNCORP**



**TICKETS ON SALE**

Tuesday 25 June 2024

10:00am - 1:00pm

Parliament House, Canberra

**BUY NOW**



# Parliamentary Friends of Road Safety Promise Event

28 February 2024



ARSF and key partners joined the Parliamentary Friends of Road Safety co-chairs, Senator Glenn Sterle and Llew O'Brien MP at a promise event at Parliament House in Canberra.

Road safety is a shared responsibility and each choice we make on and around the road can truly make a difference.

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## First Nations Road Safety Summit & NSW Road Safety Forum

ARSF attended two industry forums in Sydney this month with representatives from organisations that support and rely on advancing road safety for all road users.

The First Nations Road Safety Summit, hosted by the Assistant Minister for Infrastructure and Transport, Senator the Hon Carol Brown, focused on issues relating to the priority area of First Nations Road Safety. Topics included culturally relevant education and messaging, gaps in data collection and research, and understanding the impacts of road trauma on First Nations people and communities. The discussions will inform current and future road safety policy, build a network for ongoing dialogue and inform the development of future programs.



The NSW Road Safety Forum brought together more than 90 road safety experts and stakeholders to discuss road trauma in both Regional and Metropolitan areas, emerging trends and the increase of risky road behaviours. New initiatives were identified, as well as options to accelerate actions in the 2026 Road Safety Action Plan. To view the media release from Senator Brown, click [here](#).



# Easter Road Safety

The Easter holidays in March are fast approaching and whether you are planning a road trip or staying close to home for the holidays, remember that we all play a part in road safety.

With additional traffic and an increase in vulnerable road users on and around our roads, it is important to stay focused and remain patient.

Make sure you are prepared for your journey by also having a road safety resilience plan. This may include ensuring you and your vehicle are fit for the journey, mapping out rest stops and knowing what to do in an emergency.

For tips on creating your own plan, see our online resources [here](#).

## Subaru Brumby Raffle

Congratulations to the winner of the Subaru Brumby Raffle, Ticket #2175, Phill from Preston, VIC. The lucky winner took home a 1992 restored Subaru Brumby and a \$20,000 fuel card. Thank you to all who purchased a ticket and many thanks to Subaru Australia for supporting safer roads. The funds raised allow ARSF to further develop our vital road safety initiatives and promote road safety for all road users.

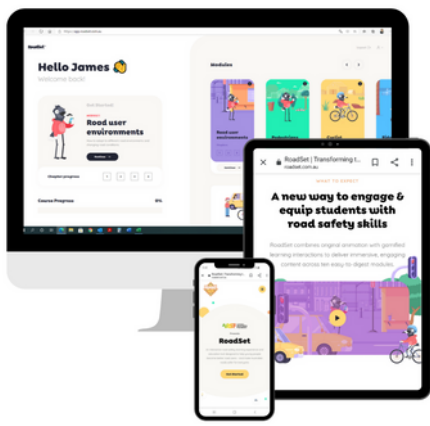


## AAMI's Top Tips for Back-To-School Road Safety

- Expect the unexpected - children have limited road-safety awareness and experience and can behave unpredictably
- Always look out for children disembarking from buses or cars
- If dropping off or picking up your children, follow your school's safety directives
- Avoid driving distracted and follow all road rules and signage

## Get Involved

We urge all communities, workplaces and schools to include road safety in your conversations throughout 2024. To see how to get involved in road safety, click [here](#).



## RoadSet

RoadSet is free and provides 90 minutes of online interactive education to young people aged 14-15, demonstrating key skills and behaviours for all road users well before they get behind the wheel.

Enhance your child's road safety education today at [www.roadset.com.au](http://www.roadset.com.au)

## Road Safety Resources

Are you looking for road safety resources to help promote road safety?

ARSF's digital resources have been developed to assist in promoting road safety in your community, workplace or classroom throughout the year.

Click [here](#) to view and download your free road safety resources



## Building Road Safety Resilience

Road safety is up to all of us. We can upskill ourselves, our communities, our workplaces, and our young people to become more road safety resilient.

Every road user must reflect on the choices they make on and around the road – the keys to road safety are in all our hands.

### **When sharing the road with vulnerable road users, drivers and riders should:**

- Scan the road ahead
- Check mirrors and blind spots before making manoeuvres
- Take extra care when approaching areas with vulnerable road users
- See and be seen - make eye contact with other road users

