

APRIL 2024



BUILDING ROAD SAFETY RESILIENCE FOR A FATALITY FREE FUTURE



I have had the privilege of attending a number of road safety events recently including the First Nations Road Safety Summit in Sydney, and the National Level Safety Crossing Round Table in Brisbane.

Both events highlighted the diversity and complexity of issues that should be considered as we work to create safer roads for all Australians. These discussions are instrumental in fostering collaboration and driving positive change.

No matter the improvements made to the roads, or the new technology implemented in vehicles, we cannot ignore the human factors involved in reducing road trauma.

This urgency for a shift in road safety culture was also shown in the rise in fatalities on our roads over the Easter weekend.

We urgently need to address the increasing road toll and improve road safety culture. Whatever type of road user you are, take responsibility for yourself and others on the road.

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

Russell White
CEO & Founder

Latest Statistics

Road Toll Update

320 lives have been lost on our roads this year, a 4.6% increase on the same period in 2023. Pedestrians deaths have also increased by 62%.

In the 12 months to the end of March 2024, there was a 38% increase in fatalities on roads that had a posted speed limit of 50 km/h.

Statistics for 1 Jan - 31 Mar 2024 | Data sourced from BITRE as at 15 April 2024

Fatality Free Friday 31 May 2024



Our Fatality Free Friday campaign in May is quickly approaching. This year's campaign messaging focuses on being a part of the bigger picture for a Fatality Free Future.

No matter how we use the road we're all responsible for choosing safety, for holding each other accountable and for being the change that we need to see on the road. Our choices form the bigger picture.

That's how we save lives, prevent road trauma and preserve the future of countless Australians who are otherwise tragically taken too soon.

In the lead up to the National Day of Action on **Friday 31st May** we encourage individuals, businesses, schools and community organisations drive this message home. You can get involved by including road safety in your conversations, sharing information, hosting an event or creating a display with your road safety promise.

We urge all road users to Choose Road Safety not just during May, but year-round.

Click [here](#) to see more and download your free campaign resources.

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.

Australian Road Safety Awards Presented by Suncorp

Judging is taking place this month for the 13th Annual Awards.

Winners will be announced at Parliament House in Canberra on 25th June 2024 with special guest Senator the Hon Carol Brown in attendance. The event provides the opportunity to connect with other likeminded stakeholders dedicated to improving road safety outcomes.



Australian Road Safety Awards

PRESENTED BY
SUNCORP 

TICKETS ON SALE

Tuesday 25 June 2024
10:00am - 1:00pm
Parliament House, Canberra

BUY NOW 

National 4x4 Outdoors Show

It was great to join the Pedders Suspension and Brakes team at the National 4x4 Outdoors Show in Brisbane last month. Attendees were able to test their time on the ARSF Reaction Wall and understand the importance of being alert and aware of your surroundings, not just what is in front of you.

Both ARSF and Pedders share a common commitment to ensuring better, safer road journeys for all Australians.



Workplace Road Safety

Sunday 28 April is World Day for Safety and Health at Work and Workers' Memorial Day.

175 lives were lost at work in 2023 with the top mechanism being vehicle incidents. It's a timely reminder that road safety should be a focus for workplaces year-round.

Include road safety in your conversations and daily practices to ensure the safety of all workers.

To see more data from Safe Work Australia, click [here](#).

Data sourced from Safe Work Australia as at 27 March 2024



Road Safety Resilience

Whether you are planning a road trip or staying close to home these upcoming holidays, remember that we all play a part in road safety. Ensure you are prepared for every journey by having a plan for the unexpected, staying alert and respecting other road users. To see our resources on building road safety resilience for all road users, [click here](#).

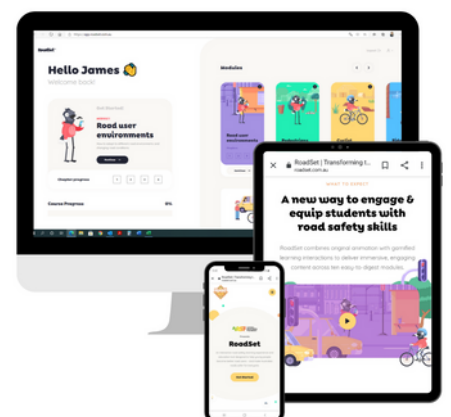
Upcoming ARSF Events

- Fatality Free Friday National Day of Action - 31 May 2024
- Australian Road Safety Awards - 25 June 2024
- Rural Road Safety Month - September 2024
- National Safe Work Month - October 2024

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





Road Safety Resilience Tips

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 using rideables, you should:

- Wear bright or reflective clothing and a helmet
- Ensure you and your rideable are fit for the journey
- Use bells and lights
- Be aware of your surroundings and avoid distractions
- Make eye contact with other road users

