



MEDIA RELEASE

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LOCAL ROAD USERS URGED TO SAVE LIVES BY BEING A PART OF THE BIGGER PICTURE

Fatality Free Friday campaigns spotlight the urgent need for individual action

With the nation's national road toll sitting 10.1% higher than this time last year¹, the Australian Road Safety Foundation (ARSF) is calling for individual road user action this Fatality Free Friday (31 May).

The Australian Road Safety Foundation's (ARSF) latest data showed that more than two-thirds (68%) of Australian drivers admit to breaking road laws, with 4 in 10 (42%) drivers committing an offence at least monthly².

The top three road laws broken by drivers included speeding (48%), driving fatigued (32%) and using a mobile phone (27%).

However, in support of the sentiment that the key to saving lives rests in the hands of individual road users, the ARSF research also indicated the power of road safety initiatives like Fatality Free Friday have on behaviour.

In fact, 8 in 10 Australians say road safety messages have had a positive impact on their behaviour. Specifically, almost half (49%) believe this has had a lasting impact, while an additional third (33%) say it's improved their behaviour at least short-term.

Even just being confronted with the road toll numbers inspires 3 in 4 Australians (75%) to think or act more responsibly.

ARSF Founder and Chief Executive Officer Russell White said the research reiterated that a future free from road fatalities could only be achieved if people acknowledged their role within the bigger picture.

"At the end of the day, the fatal five - speeding, driving inhibited, driving fatigued, not wearing a seat belt and being distracted - are choices that an individual makes," Mr White said.

¹ Australian Government, Department of Infrastructure, Transport, Regional Development, Communications and the Arts Road Deaths, Monthly Road Deaths Bulletin, Accessed 27 May 2024 ([link here](#))

² Research conducted by Pure Profile on behalf of Australian Road Safety Foundation between 12-27 March 2024 with a sample size of n=1513 adults aged 18+years



“The majority of our road crashes are the result of unsafe choices, so we need all Australians to take responsibility, put safety first and help us save thousands of families from the heartache of road trauma.”

“Fatality Free Friday works to tackle the big picture vision of an Australia where not one person has their life cut short because of a preventable road crash.”

The ARSF research also pointed to the potential impact of driving home the responsibility of protecting others’ lives as a key to positive change.

An overwhelming majority of Australian drivers (87%) admit to being a safer driver when they have passengers in the car. Furthermore, more than half (51%) said that they would be more cautious still if their passenger was destined to achieve something great.

As part of this year’s Fatality Free Friday initiative, the ARSF is focused on helping road users understand what the road fatality statistics truly represent - human lives that have been tragically cut short - and start to be a part of the bigger picture by choosing road safety.

Fatality Free Friday is supported by Suncorp whose Commercial & Personal Injury Insurance CEO Michael Miller said, “Fatality Free Friday is about making a commitment to yourself, your family, friends and the local community to do your best to use our roads safely.”

“The current road statistics tell us that we need safer roads, and by each of us making the promise to drive safely on Fatality Free Friday, we are one step closer to achieving that,” said Mr Miller.

Fatality Free Friday is a national initiative that operates on the belief that if we can go one day without a death on the road, we can create a long-lasting culture that will drive us towards a fatality-free future, ultimately saving thousands of lives and preventing countless others from serious injury.

Road users looking to support a fatality-free big picture vision can share their personal commitment by visiting arsf.com.au or via ARSF’s Instagram (@ausroadsafety) and Facebook (@fatalityfreefriday) channels.

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About the Australian Road Safety Foundation:



The Australian Road Safety Foundation (ARSF) is a not-for-profit organisation dedicated to improving road safety outcomes and reducing the rates of death and the mental and physical injuries that result from road crashes. It achieves this through innovative road safety awareness programs, education, advocacy, research and community engagement.