

MEDIA RELEASE

31 May 2024

Australians urged to continue choosing road safety after one death recorded on Fatality Free Friday

The Australian Road Safety Foundation (ARSF) sends its heartfelt condolences to the loved ones of a man who tragically lost his life in a road incident in New South Wales' Hunter region last night.

The death occurred on Fatality Free Friday, an initiative founded on the belief that individuals have the power to reduce road trauma and pave the way towards a fatality-free future.

Every Friday, Australia typically records 5-6 road fatalities, and it is known to be one of the most dangerous days on the road. Fatality Free Friday operates on the belief that by going one day without fatalities we demonstrate the impact choosing road safety can have every day after that.

ARSF Chief Executive Officer and Founder, Russell White said that this tragic death was a sad reminder of why road safety must continue to be front of mind for every Australian.

"My heart goes out to the families and friends of the man who have lost his life, as they navigate through the profound grief and challenges that come with such an unexpected loss." Mr White said.

"We remain committed to working towards a fatality free future and in honour of the life lost last night, we urge all road users to prioritise safety and maintain focus whenever they're on the road,"

"What we can never measure are the lives that road safety campaigns do save, and to see the rest of the country record a Fatality Free Friday is further motivation to keep pursuing our goal," he said.

The Australian Road Safety Foundation's (ARSF) latest data showed that while more than two-thirds (68%) of Australian drivers admit to breaking road laws, campaigns such as Fatality Free Friday can drive change.

In fact, 8 in 10 Australians say road safety messages have had a positive impact on their actions. 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.

This is why Fatality Free Friday is focused on helping road users understand what the road fatality statistics truly represent - human lives that have been tragically cut short.

Through a month-long education campaign and series of community events, the Fatality Free Friday campaign one of the largest community road safety initiatives in Australia, helped educate millions of road users on the important role they play in being a part of the bigger picture.

For more information about Fatality Free Friday visit arsf.com.au

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About Australian Road Safety Foundation:

The Australian Road Safety Foundation (ARSF) is a not for profit organisation dedicated to improving road safety awareness, enhancing driver education and reducing the impact of road trauma. The Foundation strives to improve road safety outcomes, develop research and education programs and work to inform policy makers on methods to address road safety issues. It also provides an umbrella organisation for other road safety programs and community groups. ARSF is helping to develop a sustainable strategy for reducing the social and economic costs of road crashes, as well as providing a platform for future research and advocacy programs.