

MEDIA RELEASE

1 August 2024

For Immediate Release**Australian Road Safety Foundation announces leadership transitions.**

The Australian Road Safety Foundation (ARSF) has announced leadership changes aimed at furthering the not-for-profit's mission to enhance road safety across Australia.

After founding the ARSF in 2010 and serving as its Chief Executive Officer for the past 14 years, Russell White will transition from his current role to become Chair of the Board.

Under Russell's visionary leadership, ARSF has established itself as a key influencer in the field of road safety through providing education, advocacy, and community engagement. As Chair of the Board, Russell's deep commitment and strategic guidance will continue to shape the Foundation's future.

Donna Caley, who has been the Foundation's second-in-charge for the past 14 years, will step up to lead its operations as the new General Manager.

Donna's extensive experience and dedication to the cause have made her the ideal leader to oversee the day-to-day activities and ensure the continued success of the ARSF's programs and initiatives.

Campbell Walker, the current Chair, will remain an invaluable member of the Board. Campbell's expertise and contributions have been instrumental in guiding ARSF's strategic direction, and his continued involvement will provide critical support to the leadership team.

Russell White said this transition marks an exciting new chapter that strengthens and safeguards the Foundation's community impact.

"With Donna's leadership and Campbell's ongoing support, together with our other Directors, we are well-positioned to expand our impact and drive forward our mission of enhancing road safety.

"These changes provide us with the opportunity to further innovate while also protecting the quality of operations and delivery of this important work," he said.

Donna Caley said she was honoured to take the operational reins to deliver effective road safety initiatives with the continued strategic input of both Russell, Campbell and their fellow Directors.

"The Australian Road Safety Foundation remains committed to reducing road trauma and promoting safe user behaviours through education, advocacy, and community engagement.

"We look forward to this new phase and growing our contribution in making our roads safer for every Australian," Donna said.

These leadership changes will come into effect from 1 August 2024.

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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.