



National Road Safety Week 2021

16 - 23 May





NRSW SUMMARY

Despite the continuing pandemic, we were fortunate to return National Road Safety Week to its usual time in May. Given that last year's event had been postponed to November 2020, it meant that there would be only six months to deliver a full program of activities! Despite this, our fantastic partners and supporters pulled out all the stops and in that very short six month timeframe, created and implemented a successful Week, all under COVID-19 restrictions. In short, their work and dedication was outstanding.

With this in mind, we remain forever grateful to the Hon Vincent Tarzia MP, South Australian Minister for Police, Emergency Services and Correctional Services and the exceptional team at the South Australian Department for Infrastructure and Transport for hosting and co-ordinating the 2021 Week, creating a highly memorable national launch and rollout of activities across the State, and leading the national planning committee so effectively. I would also especially like to acknowledge the 2021 Road Safety Statement by the Governor-General of Australia, his Excellency General the Honourable David Hurley AC DSC, as well as the steadfast support of both Hon Michael McCormack MP, former Deputy Prime Minister, and Hon Scott Buchholz MP, Commonwealth Assistant Minister for Road Safety and Freight Transport, including their attendance and speeches at the National Launch at the Adelaide Convention Centre.

We can confidently say that the 2021 Week has been our most successful yet, and here are some of our highlights:

- Thousands of Yellow ribbons displayed across Australia - on trees, bikes, cars, buses, vans, emergency service vehicles, offices, depots and community centres.
- More than 45 icons, bridges and buildings lit in yellow including the Sydney Harbour Bridge, Bankwest Stadium, the Adelaide Oval, Melbourne Town Hall, and the Story Bridge in Brisbane. And special mentions to the Big Merino and Big Banana!
- Dedicated TVC with Rove McManus voiceover played on SBS TV and in Federation Square.
- Hundreds of activations by Local Government Associations around the country in shopping centres, at football matches, at local markets and through the streets of local towns.
- 1,630 media articles on TV, radio, print and online reaching a potential audience of 17.4million Australians
- On Twitter alone there was almost 3000 social media posts, or on average 58 mentions a day, from Government, local councils, Police, public transport operators, emergency services, road safety partners, brand ambassadors and supportive individuals about NRSW
- Combined social media channels of Facebook, LinkedIn, Twitter and Instagram reached a potential 20m users.
- Donated advertising space on billboards, electronic signs, RMS signs, radio and websites
- More than 27,000 visitors to the National Road Safety Week website during the week
- More than 10,500 online and written pledges taken to drive so others survive.



NRSW SUMMARY

Our community should be proud that as a result of their involvement, there was a presence in virtually every community across Australia!

As noted above, an important part of the Week is to encourage our community to take the "Drive So Others Survive!" pledge and over the past few years more than 40,000 Australians have done so. By making this promise they have committed to 'Drive as if their loved ones are on the road ahead'... In other words, to remove all distractions and never use a mobile phone while driving, to not put other people at risk by speeding, driving while tired or under the influence of alcohol/drugs and to actively protect all vulnerable road users, especially those whose job places them in harm's way, by slowing down and giving them the space they need to be safe.

Sadly, despite the incredible efforts of our partners and supporters, our policy makers, police and emergency services and all organisations involved in road safety, fatalities and serious injuries on our nation's roads remain far too high. But we are also proud of the fact that this year's host jurisdiction did not have one fatality on South Australian roads during the Week!

We are grateful that National Road Safety Week now provides an important cross-jurisdictional spotlight on road safety and we acknowledge each of the Commonwealth, State and Territory governments for their support and leadership. We are also grateful that this initiative not just brings to the community's attention the spectre of this avoidable epidemic of fatalities and serious injuries, but moreover, shows that by working together and changing our individual behaviour, we can get everyone home safe to their loved ones ... every day ... without exception.

SARAH's vision is that by increasing the community's commitment to protect every life, there will come a time when there is no longer a need for National Road Safety Week, but in the meantime, we look forward to working with each of you to improve road safety outcomes across our country.

Lastly, if you aren't yet part of National Road Safety Week, we would invite you to contact us to see how we can work together to help reduce the avoidable deaths and serious injuries that occur every day on our roads and highways.

Let's commit to getting everyone home safe!

Peter Frazer
President
Safer Australian Road and Highways
sarahgroup.org



2021 HIGHLIGHTS

Each day of National Road Safety Week we focus on a different member of the community who can be affected by road trauma.

Sunday 16 May:

Remember the 1200 - Too many lives are lost on our roads
Remembering those lost on our roads & highways

Monday 17 May:

Protecting every life - Care for vulnerable road users such as pedestrians, school kids, the aged and families.

Tuesday 18 May:

Take the pledge, lead the way - take the online pledge at roadsafetyweek.com.au to drive so that you and others survive.

Wednesday 19 May:

Save Lives - Slow Down - Reflecting the UN Road Safety Week theme "Speed"

Thursday 20 May:

Move Over/Slow Down - keep our emergency roadside responders safe by giving them space when you see flashing lights.

Friday 21 May:

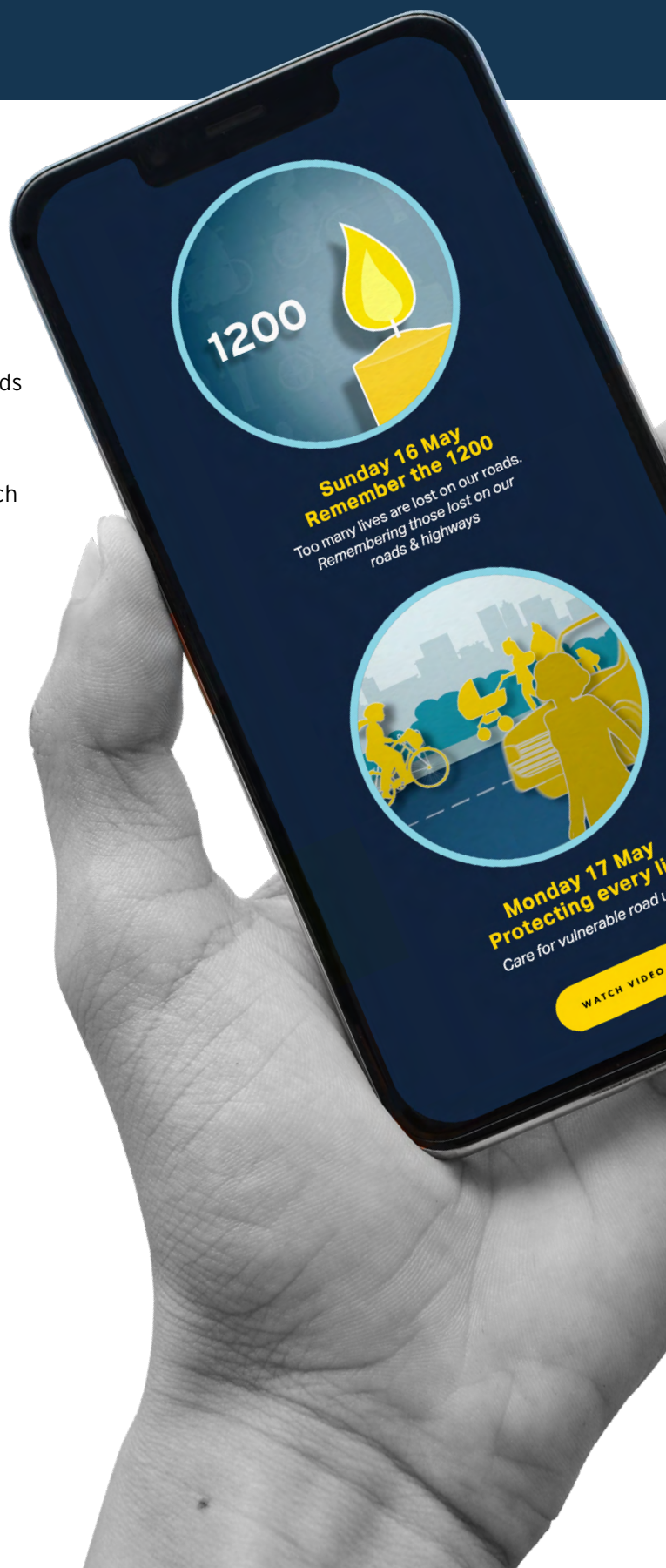
Regional communities count - Drive so others survive in the country and city

Saturday 22 May:

Cyclists and Motorcyclists - share the roads to give cyclists and motorcyclists the space they need.

Sunday 23 May:

Arrive home safe for your loved ones - the greatest gift you can give your loved ones is to get homesafe.





2021 HIGHLIGHTS

roadsafetyweek.com.au



NRSW television and online commercial - featuring Rove McManus.

- Featured on commercial SA television for the duration of the week.
- Played daily on Federation Square Melbourne large screen for duration of the week.
- Large engagement on socials.



WATCH VIDEO



NRSW branding
on public buses
in Sydney



LIGHTING UP THE COUNTRY!

roadsafetyweek.com.au

The flagship awareness-raising activity of the week, we turned a huge number of great Australia icons yellow for the week. These included:

ACT:

- Canberra International Airport (new)
- Museum of Australian Democracy at Old Parliament House
- National Carillion
- Kings Avenue overpass
- Questacon (National Science & Technology Centre)
- Royal Australian Mint
- National Parliament
- National Archives of Australia
- Canberra Times Fountain
- Malcolm Fraser Bridge

NSW:

- Sydney Harbour Bridge
- Bankwest Stadium
- Big Merino
- Big Banana
- Kiama Lighthouse
- Mudgee Clocktower

QLD:

- Sir Leo Hielscher Bridges
- Story Bridge
- Victoria Bridge, Brisbane
- Reddacliff Place
- Mt Coot-tha Tropical Dome
- Victoria St Bridge, Toowoomba
- Queensland Country Bank Stadium
- Marina Mirage, Southport
- Robelle Domain stage and arena, Ipswich

SA:

- Adelaide Oval
- Riverbank Bridge
- Adelaide Entertainment Centre
- SA Police Road Safety Headquarters
- Adelaide Convention Centre

TAS:

- Kingsborough Council
- Burnie Maker Centre
- Devonport Goliath Silos
- Bridge of Remembrance (Hobart)
- Ritchie's Mill Launceston
- RACT House Hobart

VIC:

- Box Hill Town Hall
- Melbourne Town Hall
- Melbourne Exhibition Centre
- Frankston Arts Centre
- Road Trauma Memorial Geelong
- Melbourne Star
- 101 Collins Street
- Mooroopna water tower
- Trees in Monash Park and Fryers St, Shepparton

WA:

- Council House
- Northbridge Piazza
- New Mandurah Traffic bridge
- Matagarup Bridge
- Optus Stadium
- The Bell Tower
- Albany Town Hall and Square
- Conor's Mill Toodyay
- Busselton Art Geo Building
- Graham Farmer Freeway tunnel entrances



SPREADING THE WORD

roadsafetyweek.com.au



In 2021, traffic to the NRSW website and pledges made to drive so others survive increased by over 200%

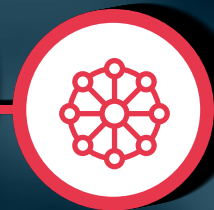


WEB TRAFFIC

27,000
2021

25,359
2020

1,641
INCREASE



MEDIA BREAKDOWN

717
ONLINE/PRINT

171
SOCIAL

741
BROADCAST



TAKE THE PLEDGE

10,500
2021

4,543
2020

5,957
INCREASE



POTENTIAL REACH

17,354,400M
All MEDIA



TRENDING THEMES - ONLINE/PRINT

ROAD USERS, NATIONAL ROAD SAFETY WEEK



TRENDING THEMES - SOCIAL

#NRSW, #driveSOS, #roadsafety
TO 20M USERS



NRSW GALLERY

roadsafetyweek.com.au



Adelaide Oval lit in yellow for National Road Safety Week

Adelaide Oval



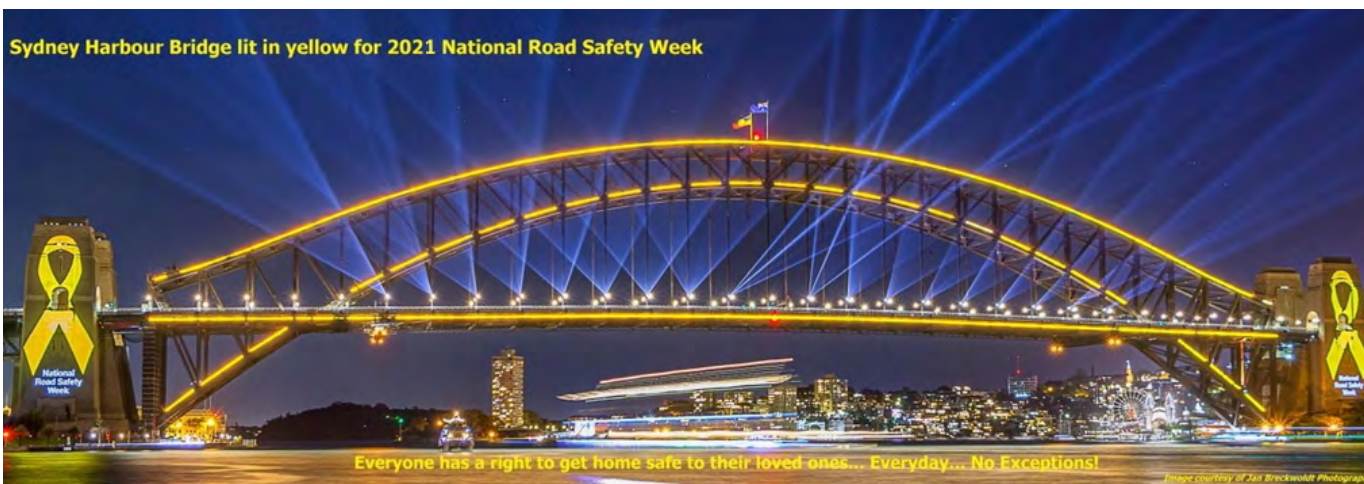
Launch Event in SA: Minister Tarzia DPM
McCormack Asst Min Buchholz Sarah Clark and
DIT team with Peter and Judy Frazer



Launch Event in SA: Minister Tarzia speaking



Launch Event in SA: Representing each life lost



Sydney Harbour Bridge lit in yellow for 2021 National Road Safety Week

Everyone has a right to get home safe to their loved ones... Everyday... No Exceptions!

Image courtesy of Neil Breckwoldt Photography



OUR PARTNERS

roadsafetyweek.com.au

A huge thank you to all our partners who help our vision come alive!

Principal Partners:



Gold:



Corporate and Small Business:





OUR PARTNERS

roadsafetyweek.com.au

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Government:



Council:

Thanks to the enthusiastic support of the Australian Local Government Association. They ran great events and awareness raising through their local offices and facilities. We look forward to extending this partnership even further in 2022.





TESTIMONIALS

roadsafetyweek.com.au



"National Road Safety week is an important initiative raising awareness about the impact of road trauma and how we as a community can help reduce it.

Too many lives are lost on our roads and we are all responsible for doing our bit to help make a difference in bringing the toll down.

The Federal Government is pleased to provide ongoing support to National Road Safety Week, committing \$100,000 over four years to the SARAH Group for this important national event.

We all know someone touched by road trauma. It's an issue affecting every Australian, whether you are a driver, passenger, pedestrian or cyclist and I hope the attention given to road safety this week encourages everyone to think about safety and the role we each play as road users.

I also commend Peter Frazer on his continued advocacy in this space which helps bring attention to the realities of road crashes."



- HON MICHAEL McCORMACK MP

Minister for Infrastructure and Transport and Regional Development



"The Marshall Liberal Government is proud to have hosted National Road Safety Week (NRSW) 2021.

We remain committed to reducing lives lost and serious injuries on our roads but, tragically, road trauma continues to be one of the biggest killers in Australia.

Last year, 1,106 lives were lost on Australian roads, including 93 in South Australia.

As we strive towards halving the number of lives lost on our roads by 2031, we continue working closely with the Safer Australian Roads and Highways (SARAH) Group.

SARAH, founded by Peter Frazer whose daughter's life was lost in a crash, is a powerful advocate in the fight to reduce road tragedies and trauma.

I encourage South Australians to take the NRSW pledge - Drive So Others Survive.

Every road user deserves to arrive home safe."

- MINISTER VINCENT TARZIA, Member for Hartley South Australia





TESTIMONIALS

roadsafetyweek.com.au



"One can't help but have a deep and heartfelt admiration for Peter Fazer and his family. To rise above the grief of a harrowing tragedy, draw on a profound desire for it not to happen to anyone else and then animate an entire road safety movement through the SARAH Group is beyond comprehension. Yet this is the emerging legacy of their love for family and community. Altus is an original and proud partner of SARAH Group and National Road Safety Week. We work with Peter to amplify his hero message to Drive So Others Survive, both among the community and our own staff. We are particularly grateful for the attention Peter has brought to road worker safety. As a business whose purpose is getting everyone home safely we commend Peter, his family and the SARAH Group, for their outstanding contribution to this important issue. All organisations who care about road safety should be supporting the SARAH Group mission."

- **JAMES PENNING**S, EGM, Sales, Strategy & Marketing, Altus Traffic Australia



"The Department of Planning, Transport and Infrastructure (DPTI) supports this important annual safety initiative and places a strong emphasis on South Australian's to drive carefully to highlight the importance of protecting people on the roads. To mark the week, national and state icons, including South Australia's own Adelaide Oval and Riverbank bridge, turn yellow to honour those lost and demonstrate the nation's pledge to drive safely."

- The Department Of Planning, Transport And Infrastructure SA



"It was both a duty and a pleasure for the RIAA to participate in National Road Safety Week 2019. It's the RIAA's duty because all of us, and people we love, are road users in some way, shape, or form. That risk touches us all. It is beholden upon all of us to do whatever we can to reduce that risk, and supporting National Road Safety Week is one small part of that for the RIAA. It is also a pleasure to participate in such a professionally run event, and meet those brave souls touched by the Road Toll, as we come together to make a difference."

- **PAUL ROBINSON** General Manager, Roadmarking Industry Association of Australia



TESTIMONIALS

roadsafetyweek.com.au



"Roads Australia first came into contact with the Sarah Group when we hosted Peter Frazer as a speaker at our Regional Road Summit in 2015. Since then he has become not just a valued member of the RA family, but an incredibly powerful and passionate advocate for road safety.

Our annual conference takes place each year in the same month as National Road Safety Week, and provides us with an additional opportunity to cast the spotlight on the work of the SARAH Group, and its underlying message.

We're proud to be a supporter of Peter and his organisation, and look forward to playing a continuing role in the success of National Road Safety Week."

- MICHAEL KILGARIFF CEO, Roads Australia



"The TMAA has been committed to voicing the vision of National Road Safety Week for many years. TMAA has been working with Peter Frazer from SARAH to raise the profile of the Yellow Ribbon, representing road victims, but even more, the promise of safety on roads for all. To quote Peter: everyone deserves to get home safe. No exceptions."



- STEPHEN O'DWYER TMAA President and LOUISE VAN RISTELL TMAA Executive Officer



"Our involvement as a Principal partner of the SARAH organization and National Road Safety Week provides the opportunity in a small way to express the essence of what drives us at Ennis Flint, saving lives through safer roads. We recognize that each day our customers jobs place them in harm's way as they go about applying roadmarking materials to make our roads and highways safer for all who use them. Supporting Peter and others in their tireless pursuit of road safety is truly humbling and we celebrate the progress that is being made such as the new traffic law in NSW aptly called Sarah's Rule."

- ROD TWEED MD Asia Pacific, Ennis-Flint



TESTIMONIALS

roadsafetyweek.com.au



"National Road Safety Week is an annual initiative from the Safer Australian Roads and Highways (SARAH) Group, highlighting the impact of road trauma across Australia and ways to reduce it.

Traffic incidents remain one of the biggest killers in Australia. Every month, about 100 Australians die on our roads. Every day, about 100 people are hospitalised for road crash related injuries. Road Safety is everyone's responsibility and National Road Safety Week is crucial in reminding people of that.

I would like to congratulate the President of the SARAH Group, Peter Frazer, for the work that he and his organisation do in promoting this week and pay tribute to Peter's tireless work in advocating awareness for this extremely important issue."

- **SENATOR GLENN STERLE** Shadow Assistant Minister for Road Safety





CONCLUSION

I am proud that we have been able to create this week long focus on preventing death and serious injury on our roads and I am honoured that we now have the Commonwealth and every State and Territory supporting us. I am also so grateful for each organisation that supports our campaigns because like us, they recognise that everyone has a right to get home safe to their loved ones, every day, with no exceptions. It is incredible to see such commitment to driving change to make our roads safer.

Yet despite this, National Road Safety Week still fills me with sadness because we created it out of a circumstance every person fears, the loss of a loved one in a road crash. We started our yellow ribbon initiative back in May 2012, just three months after my beautiful daughter Sarah was horrifically killed by a distracted driver in a completely avoidable crash on the Hume Freeway in NSW.

We started this because my daughter's life mattered, just as the lives of everyone you love matter. I know the pain that thousands of our fellow Australians feel every day because of the completely avoidable loss of a loved one, or for the suffering caused to a loved one who has a serious injury. My heart is broken every single day and I do not want this happening to others.

How is it acceptable that more than 10,000 Australians have been killed and over 360,000 seriously injured since my beautiful daughter Sarah was killed? Why is this tragedy still seen as a regrettable but normal situation? The trouble is that with so many fatalities and serious injuries occurring, our community often overlooks the fact that these crashes should never have happened.

Sarah's yellow ribbon has now become the symbol for road safety across our nation and so I am immensely proud when I see that yellow ribbon flying from an aerial or a 'Drive So Others Survive' sticker on the back of a vehicle. That driver is making a public statement, a commitment to protecting all our families by putting everyone's safety first. That driver is one of Sarah's Road Safety Champions!

But we can do so much more because I want you to not only show your support for the Week but to ask yourself how you can actively and publicly lead the initiative, and in doing so, become a Road Safety Warrior. Here are a couple of practical things to start:

1. Make sure your yellow ribbon/sticker is on your car, caravan, truck, bike, or bicycle and display it all year round. If you don't have a vehicle, wear a yellow ribbon.
2. Take the Road Safety pledge at roadsafetyweek.com.au and encourage your family, friends, and colleagues to do the same.
3. Explore how you can work with us in a partner or supporter capacity to spread the commitment to drive safely across your workplace, networks and community.
4. Follow us on Facebook, Twitter, LinkedIn, or Instagram and share our news.

By working together, we can get everyone home safe to their loved ones, every day, with no exceptions!

Peter Frazer,

President
SARAH Group

National Road Safety Week 2022 will run from 15 - 22 May 2022. To find out how you can support the Week as an individual or as an organisation, please visit <https://roadsafetyweek.com.au/> or email president@sarahgroup.org



BECOME A PARTNER

roadsafetyweek.com.au

If your organisation would like to be involved in National Road Safety Week, please contact SARAH Group President, Peter Frazer at the details below.



Inquire about becoming a partner:

Peter Frazer, SARAH Group
PO Box 534,
Springwood NSW 2777
p: 0466 968 700
president@sarahgroup.org



roadsafetyweek.com.au