



National Road Safety Week 2020

15 - 22 November





NRSW SUMMARY

Due to COVID, National Road Safety Week was moved from its usual date in May to November. We are very grateful to the NSW Government and Transport for NSW for making the NRSW 2020 launch their first and only COVID-safe event in 2020.



An initiative of the Safer Australian Roads and Highways (SARAH) Group, and brought to life by its Principal Partners (Governments, Corporates, Unions and NGOs), NRSW highlights the impact of road trauma and looks at ways we can reduce it.

In its 8th year, the Week has grown extraordinarily across the country with every State and Territory turning yellow for the week through lighting up icons, decorating their towns and cities and a significant media and social media presence.

Despite a smaller range of activities and media presence due to COVID, we managed to reach more than 120 million people through almost 2,500 media articles and social media mentions in November.

Key events included the lighting of some of our most iconic buildings and bridges in cities and regional areas across the country along with community events, the introduction of road safety policies, safety campaigns, grants and other awareness raising events.

We are very grateful for the support of all our Partners and that of our Federal and State Ministers, road safety and emergency services leaders to bring NRSW to life.

However, despite all the incredible resources, time and energy devoted to reducing road trauma by so many Australians, the sad fact is that the numbers of Australians killed or seriously injured on our roads every year remains the same.

2020 challenged us to be more creative and extend our engagement virtually and in more socially distant ways. As the threat of COVID is still with us in 2021 we are excited to create another varied Week with online and offline activities.

Here's to an even better 2021!



**Peter Frazer,
President
SARAH Group**





2020 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, November 15:

Today we pause at 12pm to remember the 1,200 people who died on Australia's roads last year.

Monday, November 16:

Take the pledge, lead the way. Pledge online to drive so others survive at roadsafetyweek.com.au

Tuesday, November 17:

Safe driving to work. Employers make sure you have a safe driving policy for your workers.

Wednesday, November 18:

Drive safely to protect every life along the road including pedestrians and be especially mindful of children, seniors and people with disabilities.

Thursday, November 19:

Shining a light on regional and remote drivers. Turn your headlights on for road safety and protect your mates so everyone gets home safe.

Friday, November 20:

Yellow Ride Day for cyclists and motorcyclists, our most vulnerable road users. Share the roads and give them the space they need.

Saturday, November 21:

For Mother's Day. The greatest gift you can give mum is for everyone to arrive home safe, drive so you and others survive.

Sunday, November 22:

Arrive home safe to your loved ones.





2020 HIGHLIGHTS



NRSW television and online commercial - featuring Rove McManus.

- Featured nationally on SBS1 and SBS2 for the duration of the week.
- Played daily on Fed Square large screen for duration of the week.
- Large engagement on socials.



[WATCH VIDEO](#)



NRSW animating ribbon on Sydney Harbour Bridge

- Ran Nightly for duration of week

[WATCH VIDEO](#)



LIGHTING UP THE COUNTRY!

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 and pylons
- Sydney Opera House
- M4 & M8 tunnel lights
- Central Station Grand Concourse
- St Peters Interchange
- Holbrook Submarine
- Kiama Lighthouse
- Wollongong Council Chambers
- Festive Tree Narrandera
- Metal Structures Lockhart
- Memorial Hill, Parkes
- Forbes Town Hall

QLD:

- The Sir Leo Hielscher (Gateway) bridges
- Brisbane City Hall
- QLD Country Banki Stadium
- King George Square

SA:

- Adelaide Oval
- Riverbank Footbridge

TAS:

- Hobart Town Hall
- Launceston Town Hall
- Launceston, Richie Mills (Stillwater) Silos
- Kingborough Council chambers
- Burnie Makers Centre
- Launceston Silo Hotel
- Devonport Goliath Silos
- Salvation Army Building, Lutana

VIC:

- Bolte Bridge and sound tube, Transurban
- Box Hill Town Hall, City of Whitehorse
- Malvern Town Hall, City of Stonnington
- Melbourne Star
- Royal exhibition centre
- Town Hall city of Melbourne
- Road Trauma Memorial Geelong
- AAMI stadium, Melb

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



In 2020, traffic to the NRSW website and pledges made to drive so others survive, increased by over 400%



WEB TRAFFIC

25,359
2020

5,197
2019

20,152
INCREASE



POTENTIAL REACH

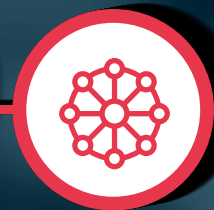
717M
ONLINE/PRINT

120M
BROADCAST



TRENDING THEMES - SOCIAL

#NRSW, #driveSOS, #roadsafety



CHANNEL BREAKDOWN

909
ONLINE/PRINT

191
SOCIAL

757
BROADCAST



TAKE THE PLEDGE

4,543
2020

1,387
2019

3,156
INCREASE



TRENDING THEMES - ONLINE/PRINT

ROAD USERS, NATIONAL ROAD SAFETY WEEK



OUR PARTNERS

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

Principal Partners:



Gold:



Corporate and Small Business:





BECOME A PARTNER

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