



National Road Safety Week 2022





NRSW SUMMARY

As our tenth National Road Safety Week, we are delighted to report that 2022 has been the biggest and best year yet with the assistance of more than 60 partners and supporters across the country including Federal and State/Territory Ministers and their bureaucracies, Local Government Councillors, road safety and road industry associations, Not-For-Profit groups, corporates, unions, sporting teams, schools and all those individuals making a difference by supporting National Road Safety Week. We thank you all most sincerely for the incredible commitment you continue to show each year to ensure everyone on or near the road gets home safe.

Firstly, I would like to acknowledge the 2022 Road Safety Statement by the Governor-General of Australia, his Excellency General the Honourable David Hurley AC DSC. This is the 10th Statement by the Governor-General for National Road Safety Week and is an important foundation for the Week's daily themes which are amended each year. The Statement is included in this report.

With Victoria as this year's jurisdictional host, we would like to sincerely thank Hon Ben Carroll MP, Victorian Minister for Public Transport and Minister for Roads and Road Safety as well as the fantastic well-oiled team at the Transport Accident Commission (TAC) for hosting and co-ordinating the 2022 Week, creating an excellent national launch and rollout of activities across the State, and leading the national planning committee so effectively.

A very sincere thank you to the State Premiers, Deputy Premiers, Road Ministers, Emergency Services Commissioners, Road Safety Commissioners who lead numerous Road Safety events during the Week. And it is my great pleasure to acknowledge the fantastic support of our Principal Partners and thank them for their leadership. We remain indebted to Altus Traffic Australia, Ennis-Flint APAC (now PPG Traffic Solutions), Roads Australia, Australian Automobile Association, Volvo Cars Australia, as well as our Gold Partners; 3M ANZ, Mix Telematics, Traffic Management Association of Australia and SG Fleet.

As we reflect on our most successful Week yet, here are some of our highlights:

- Around 10,000 yellow stickers and yellow ribbons displayed across Australia - on cars, buses, vans, emergency service vehicles, fleet vehicles, offices, depots, schools, community centres, pop up installations as well as on bikes, trees, lampposts and more.
- More than 140 icons, bridges and buildings in our cities and regional areas lit in yellow including the Sydney Harbour Bridge, Optus Stadium Perth, Old Parliament House Canberra, the Adelaide Oval, Melbourne Town Hall, Police Headquarters in Western Australia and Tasmania and the Story Bridge in Brisbane, the Bolte Bridge in Melbourne, the Tasman Bridge in Hobart, the Matagarup Bridge Perth and many others.
- Dedicated TVC played on SBS TV, across Tasmanian TV and radio, and on the Federation Square large screen in Melbourne during the Week. We are very grateful to Australian actor Shane Jacobson for honouring the Week by doing the TVC voiceover.
- Hundreds of activations around the country in shopping centres, at football matches, at local markets and through the streets of local towns.
- Over 2600 media articles on TV, radio, print and online (including 87 front page positions), reaching a potential audience of approximately 26 million Australians as well as thousands internationally;



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- 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!".

As noted above, a very 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 52,500 Australians have done so online with many more making the commitment at community events around the country. By making this promise they have committed to 'Drive as if their loved ones are on the road ahead'.

In other words, they have made their personal commitment 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.

We are very grateful that National Road Safety Week now provides an important cross-jurisdictional spotlight on road safety and we acknowledge each of the 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.

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 and our job is not done.

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!

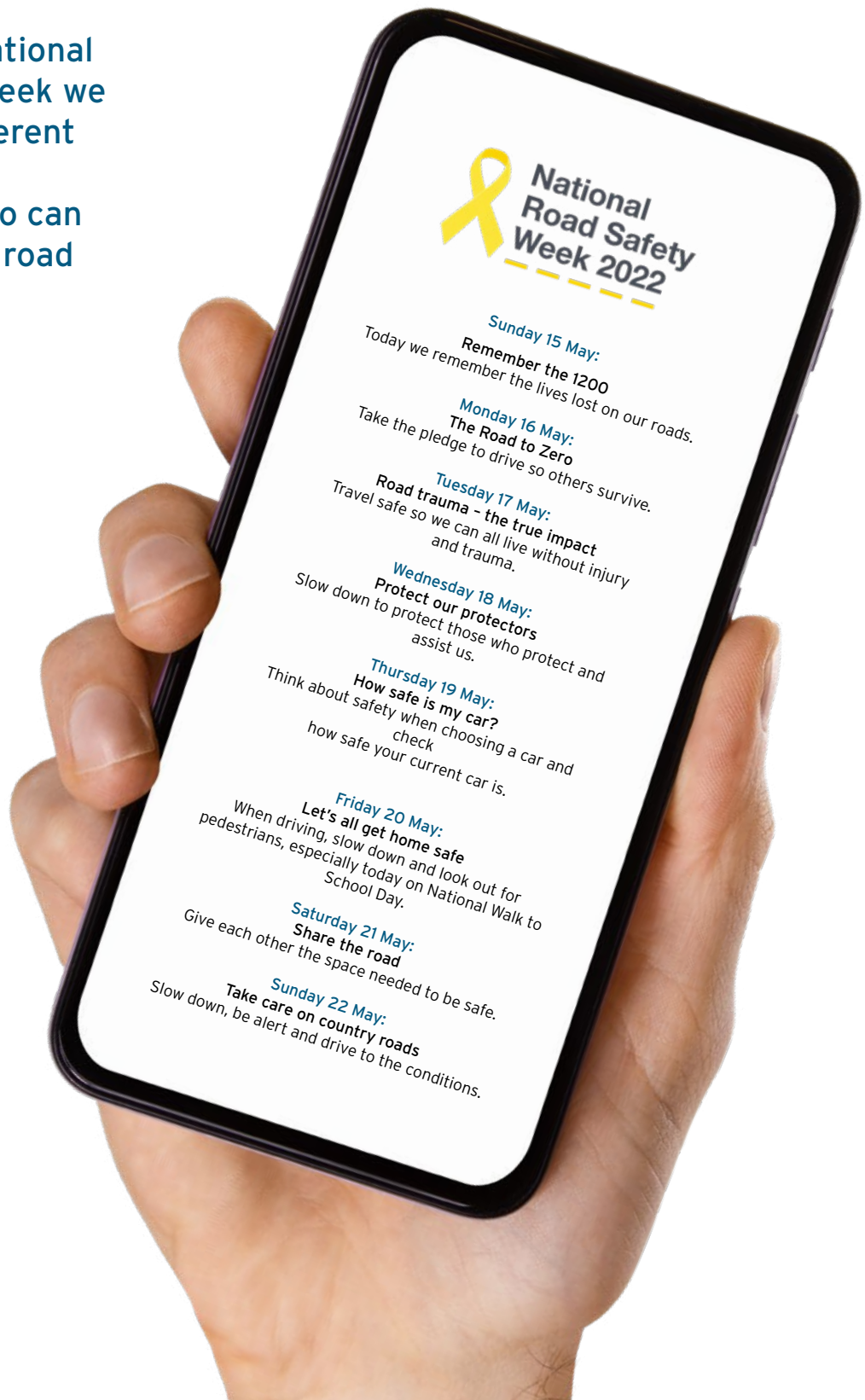
Peter Frazer OAM
President

Safer Australian Roads and Highways
www.sarahgroup.org



2022 HIGHLIGHTS

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





LIGHTING UP OUR CAUSE

roadsafetyweek.com.au

This year saw a 250 per cent increase in the number of icons lit up in yellow across the country from 45 in 2021 to more than 140 in 2022! These included:

ACT:

- John Gorton Building
- Carillion
- Old Parliament House
- Light rail
- Malcolm Fraser Bridge
- Canberra Times Fountain

NSW:

- Sydney Harbour Bridge
- Wollongong Lighthouse
- Shellharbour Council Chambers
- Kiama Lighthouse
- Big Merino (Goulburn)
- Strzleki monument (Jindabyne)
- Main street of Bland
- Macquarie Street Mall (Liverpool)
- Sydney Harbour Bridge (Sydney)
- West Connex Interchange (St Peters)
- Grand Concourse, Central Station (Haymarket)
- CommBank Stadium (Parramatta)
- Town Hall (Forbes)
- Sir Henry Parkes statue (Parkes)
- Monument at Memorial Hill (Parkes)

QLD:

- Brisbane City Hall and King George Square
- Victoria Bridge
- Story Bridge
- Reddacliff Place
- Tropical Dome Mt Coot-tha
- Wickham Terrace car park architectural wall
- Breakfast Creek Bridge, Newstead
- Sandgate Town Hall
- Robelle Domain
- Ipswich River Heart sign
- Ipswich Civic Centre
- Ipswich City Council Administration building
- Logan water towers
- Sails at Marina Mirage
- Point Danger - Durangba (Tweed Heads Council)
- Surf Life Saving Club towers

- Sundale Bridge
- Southport Broadwater
- Sea World rollercoaster
- Harbour Town Shopping Centre
- Gold Coast Marina

SA:

- Adelaide Convention Centre
- Adelaide Entertainment Centre
- Adelaide Oval
- The O-Bahn bus tunnel
- Riverbank Bridge

VIC:

- Bolte Bridge, Melbourne
- Transurban's Sound Tunnel, Melbourne

TAS:

- Tasman Bridge Hobart
- Bridge of Remembrance, Hobart
- Tasmania Police Headquarters, Hobart
- Temple House, Hobart
- Kingborough Council Council Chambers,
- Burnie Makers Centre
- Devonport Goliath Silos
- Ritchie's Mill Launceston

WA:

Over 60 locations across WA were lit up including:

- Albany Town Hall
- City of Bunbury icons
- Gruyere Gold Mine in the Goldfields
- Perth's Council House
- Fraser Avenue in King's Park
- WA Police Headquarters
- RAC Arena and Optus Stadium
- Karratha Red Earth Arts Precinct
- Broome and Derby Water towers
- Kununurra Boab tree



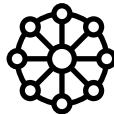
SPREADING THE WORD

roadsafetyweek.com.au



Thanks to the collaborative efforts of Federal, State and Local Government as well as our fantastic corporate and not for profit partners across the country we received 2637 mentions in the media for National Road Safety Week with a potential audience reach of 26 million people over the month of May including 87 front page positions.

This represents a 62% increase in our coverage and a 50% increase in reach across the month of May.



MEDIA BREAKDOWN

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 buses, billboards - poster and digital, 7-Eleven electronic signs, corflute signs RMS signs, radio and websites.



TAKE THE PLEDGE

More than 10,500 online and offline at activations

National Road Safety Week is now at over **52,500** online individual pledges to "Drive So Others Survive!".



WEB TRAFFIC

27,000 visits

Between April 16 - May 30 2022



SOCIAL STATS

QLD:
96,745 impressions, 3396 engagements (3 posts)

NSW:
Reach 2,087,774 (10 Posts)

Tasmania:
Reach 131 285, engagement 2041 (12 posts)



OUR PARTNERS

roadsafetyweek.com.au

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

Principal Partners:



Principal Government Partners:



Gold Partners:



Supporters:





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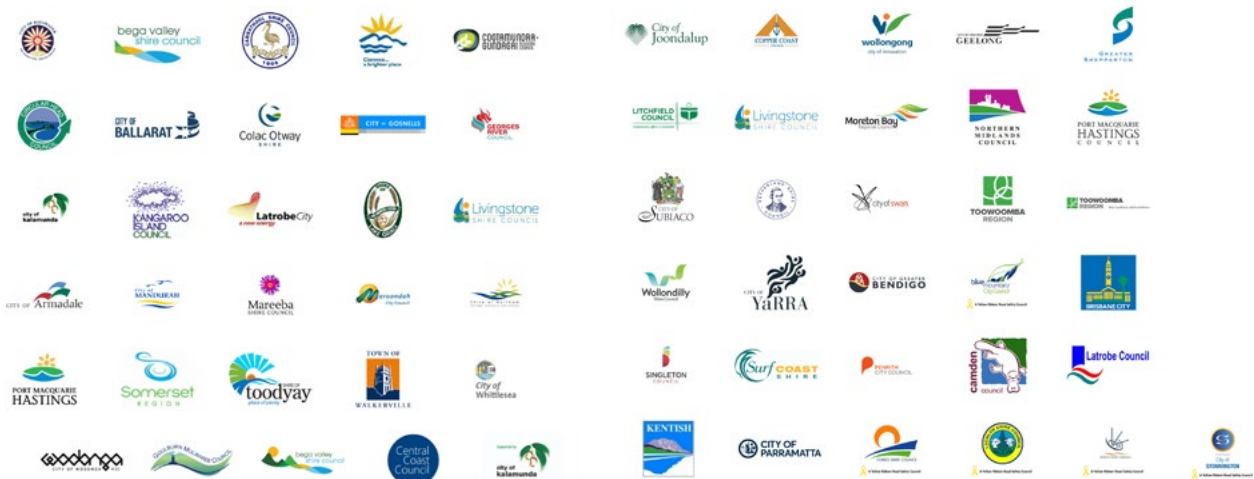
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Departmental Partners:



Local Government Supporters:

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 2023.





NRSW 2022 -

A PERSONAL NOTE



It is an achievement to reach a decade of National Road Safety Week and for it to have grown from a simple idea to a campaign rolled out by more than 60 partners and supporters across the country. For the commitment, dedication of time and resources from everyone involved in making the Week happen we gratefully thank you.

However it is a very bittersweet achievement as we dearly wish that there were no deaths or serious injuries on our roads to prevent. We wish that our beautiful daughter Sarah was still with us and that no other family had to, or have to, experience the horrific loss of loving a loved one or having their lives seriously damaged through preventable road crashes.

It is not enough for road safety champions and organisations to spend a lot of time, creativity and funding on road safety initiatives when we as drivers, passengers, pedestrians and roadside workers don't also commit to being road safety ambassadors.

- Making 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.
- Taking the Road Safety pledge at roadsafetyweek.com.au and encourage your family, friends, and colleagues to do the same.
- Exploring 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.
- Following 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 2023 will run from 14 - 21 May 2023. To find out how you can support the Week as an individual or as an organisation, please visit <https://roadsafetyweek.com.au/> or email info@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:

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president@sarahgroup.org



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