

Showing Council's Road Safety Leadership!



*As #EveryLifeMatters
Drive So Others Survive!*

Peter Frazer

Safer Australian Roads and Highways Inc.

www.SarahGroup.org





Who is Peter Frazer?

- Over 40 years experience in Policy, Intelligence, Law Enforcement, Compliance, Human Rights & Social Justice
- Board Member, International Road Victims Partnership (IRVP) and Member (Oceania) World Day of Remembrance Road Victims Advisory Board, European Federation Road Traffic Victims (FEVR)
- Recent Awards:
 - 2019 Volunteer of the Year, Third Sector's National Awards (Sept 2019) and
 - Nominee for 2020 Australian of the Year Award NSW #LocalHero Category (Nov 2019)



Who is SARAH?




Not-for-profit association focused on vulnerable road users in order to prevent serious injury and death;

Primary motto is ***“Drive So Others Survive!”***;

Created **Yellow Ribbon** as the **National Road Safety Symbol**;

Created **National Road Safety Week**, **“Remember the 1200”** and in 2019 **Care Sunday**;

Recent changes to law – NSW introduces **Sarah’s Rule** (Sept 2019)



Sarah's Rule
Everyone has a
right to get home
safe to their loved
ones!



‘Vision Zero’ is the foundation of everything we do!

‘No loss of life or serious injury is acceptable on our roads and highways’

- SARAH accepts that while it is inevitable that humans will make mistakes, those mistakes must not result in serious injury or death;
- At a policy level SARAH focuses on how we build and maintain infrastructure, how we set road rules & vehicle standards, as well as how we can improve road user responsibility;
- SARAH asks each of us to stand in solidarity with those who have lost loved ones in road crashes, or have themselves suffered seriously injury and of course those who are carers.



SAFER
AUSTRALIAN
ROADS
AND
HIGHWAYS



Our shared core belief:



***Everyone has a right to get home safe
to their loved ones!***

Every Single Day...

No Exceptions!



SAFER
AUSTRALIAN
ROADS
AND
HIGHWAYS



Update on our 2019 NRSW work with ALGA



National Road Safety Week
6 to 12 May 2019



Take The Lead - Drive So Others Survive!

#NRSW #UNGRSW #DriveSOS #YellowRibbon #RoadSafety



National Road Safety Week

- **ALGA asks SARAH President to speak at November 2018 Congress in Alice Springs**
- **ALGA & SARAH subsequently sent a joint letter to Mayors seeking involvement in 2019 NRSW**
- **More than 60 Councils across the nation positively respond and participate**
- **Following 2019 NRSW, SARAH asked ALGA to join as a Principal National Partner for 2020 NRSW**



SAFER
AUSTRALIAN
ROADS
AND
HIGHWAYS



Yellow Ribbon National Road Safety Week #NRSW





SAFER
AUSTRALIAN
ROADS
AND
HIGHWAYS



Some of Councils' Images for 2019 National Road Safety Week







What were the Daily Themes?



2019 HIGHLIGHTS

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

Monday, May 6:

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

Tuesday, May 7:

Take the pledge, lead the way.
Make your personal commitment -
Pledge to Drive So Others Survive
at roadsafetyweek.com.au

Wednesday, May 8:

'Move over, slow down'. When you see flashing red/blue or amber lights, move over and slow down to keep workers safe.



What were the Daily Themes?



Thursday, May 9:

Actively protect all those who are vulnerable on the road ahead, especially pedestrians, seniors and those with disabilities.

Friday, May 10:

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

Saturday, May 11:

Yellow Ride Day for cyclists and motorcyclist, some of our most vulnerable road users. Share the road and give them the space they need to be safe.

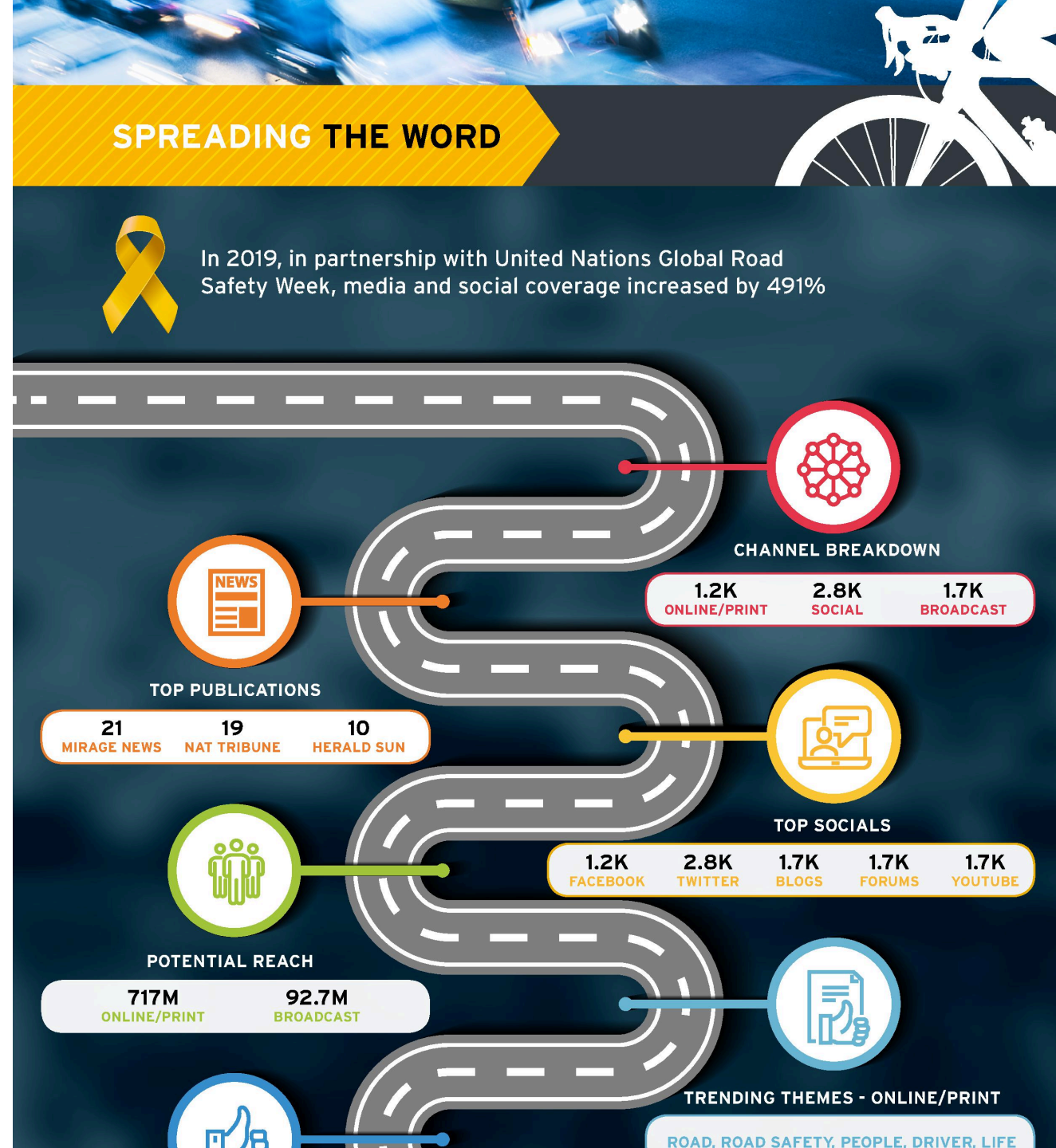
Sunday, May 12:

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

So what was NRSW's impact?

Potential Reach - 810M (0.5% around 4M people)

717M Online & Print with 92M Broadcast



Testimonials

Why NRSW is important



"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

Deputy Prime Minister and Minister for Infrastructure and Transport and Regional Development



"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



Here's what we can all agree on:

Too many people are needlessly dying on our roads!

And too many people are being seriously injured!

NRSW can contribute to changing culture.

Local Government is all about building relationships with their community ... Your leadership will save lives!



SAFER
AUSTRALIAN
ROADS
AND
HIGHWAYS



We can work together to improve road safety!

- *Publicly show your support - Put yellow ribbons and/or stickers on your vehicles and explain why!*
- *Become a Supporter of 2020 Yellow Ribbon National Road Safety Week and put out a Media Release!*
- *Become a Yellow Ribbon Council – Consult with and plan activities with your community;*
- *Lead the “Drive So Others Survive!” Pledge. The 2019 Week may have just concluded but you can still go to www.roadsafetyweek.com.au and make a pledge then encourage others;*
- **Talk about how to improve local outcomes** - Its not just where roads/roadsides/activities present high risks to Council, its staff and your community, but **how Council leaders actively protect those who are vulnerable.**



SAFER
AUSTRALIAN
ROADS
AND
HIGHWAYS



Australian
Automobile
Association



ALTUS
TRAFFIC
Safely Managing Risk



ENNIS-FLINT



roadsaustralia



ROAD SAFETY
Education

Providers of the **RYDA** Program

Principal Partners of 2019 National Road Safety Week



**SAFER
AUSTRALIAN
ROADS
AND
HIGHWAYS**



**We all become more effective as we work in
partnership to promote Road Safety**



SAFER
AUSTRALIAN
ROADS
AND
HIGHWAYS



**Please consider Council
joining ALGA & SARAH as a
2020 NRSW Supporters.. and**

**Thanks for
your time!**

Download the 2019 NRSW Report at

www.sarahgroup.org

