

**6.4 NATIONAL ROAD SAFETY WEEK 2019**

Submitting Councillor: Cr James

**MOTION**

*That Council demonstrates its support for improving road safety and lowering the national road toll through participation in National Road Safety Week (6 to 12 May 2019).*

**INTRODUCTION**

In September 2018, Council approved my attendance at the ALGA National Roads Congress. The SARAH group presented and invited Councils to support National Road Safety Week and engage with their local community to demonstrate commitment to saving lives on our roads.

**DISCUSSION**

National Road Safety Week began five years ago as an initiative of SARAH President Peter Frazer, who tragically lost his daughter in a road crash in New South Wales in 2012. Supported by the Commonwealth and State Governments and road safety organisations, National Road Safety Week sees activities across the country involving drivers, community groups, cyclists and pedestrians. It coincides with the United Nations Global Road Safety Week and in 2019 runs from Monday 6 May to Sunday 12 May.

Each year, around 1,200 Australians are killed on our roads, with the national road toll for 2018 being 1,146 people, including 214 in Victoria. Around 35,000 people are seriously injured on Australian roads each year, with road deaths being the biggest killer of Australian children under the age of 15 and the second biggest killer of Australians aged between 15 and 24.

During National Road Safety Week, national and state icons will be lit in yellow. Yellow ribbons will be displayed on emergency vehicles, fleet trucks and private vehicles to honour both those that have lost their lives in road crashes and to demonstrate their pledge to drive safely.

The campaign's key message of Drive So Others Survive (Drive SOS!) invites road users to:

- share the road responsibly
- protect vulnerable road users (particularly those who work on roads to assist and protect us)
- honour those who have been killed or injured on the road network.

Many road crashes and casualties are caused by or involve behavioural factors, for example not wearing a seatbelt, speeding or drink-driving. These casualties could be prevented by people altering their behaviour - especially drivers, who hold a particular responsibility for protecting others around them. This means there is much scope for preventing road casualties by raising awareness of how people can protect themselves and others. Participation in Road Safety Week can be an effective way to do this and act as a focal point for the communication of local road safety messages.

A number of actions that could be adopted are outlined below along with their estimated costs. Most of these resources can be utilised for campaigns in future years.

Funding is available within the Transport Engineering operating budget for this initiative.

<b>Suggested actions</b>
Yellow lighting of the Civic Centre & Euneva car park for one week
Display banner for the Civic Centre Springvale Road access
Pull-up banners for the Civic Centre & Oakleigh Activity Centre foyers
Media release (including photography)
Yellow ribbons for Council vehicles and staff

### **CONCLUSION**

Participation in National Road Safety Week can be undertaken through various Council communication methods, and will help encourage residents to drive, cycle and walk safely on our local roads.