



National Road Safety Week 2020

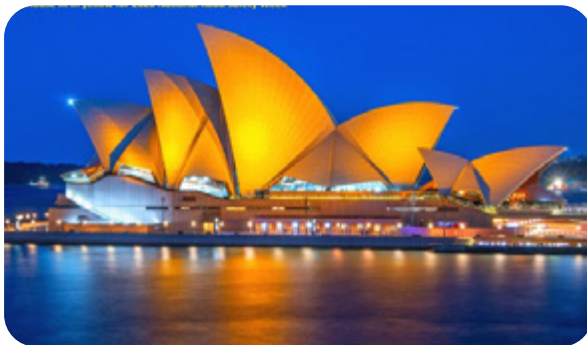
15 - 22 November





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 Safer Australian Roads and Highways (SARAH), and brought to life by its Principal Partners as well as our Government, Corporates, Unions and NGO supporters, National Road Safety Week (NRSW) highlights the impact of road trauma and looks at ways we can reduce it. Despite the impact of Covid-19, that included delaying the event from May to November, NRSW still managed to reach more than 120 million people through almost 2,500 media articles and social media mentions.

Now in its 9th year, NRSW has grown rapidly across the country, with State, Territory and Local Governments turning yellow for the Week, through the lighting of some of Australia's most iconic buildings, bridges and structures in both cities and regional areas, the introduction of road safety policies, provision of grants, road safety launches and campaigns, as well as community and other road safety awareness events. These activities result in what has become a significant media and social media presence, all in support of improving road safety outcomes.

In addition to the fantastic support of our Principal Partners, we remain indebted to the Governor-General, His Excellency Hon David Hurley AC DSC for His 2020 NRSW Statement, our Federal and State Ministers, especially the Deputy Prime Minister, Hon Michael McCormack MP, and the hosts of 2020 NRSW, Hon Andrew Constance MP, NSW Minister for Transport and Roads, as well as Hon Paul Toole MP, NSW Minister for Regional Transport and Roads. We also acknowledge each of the jurisdictions, specifically the Road Safety Ministers and their road authorities. I would also like to thank all our supporters from around the country, especially in our regional communities, for it is their work on the ground that helps make National Road Safety Week such a success!

Despite COVID-19 ensuring that 2020 NRSW would present so many challenges, it is heartening to see the increased creativity of our partners and supporters, as NRSW extended its engagement to include virtual events. While the threat of COVID will still be with us for the foreseeable future, given last year's success, we are excited that 2021 NRSW will be even more creative and an online launch presence is already planned.

So as the mantle passes from New South Wales to South Australia, I wish to sincerely thank both the Minister for Police and Emergency Services, Hon Vincent Tarzia MP, who has agreed to host the 2021 National Launch in Adelaide on Sunday 16 May, as well as the SA Department of Infrastructure and Transport that is already providing the necessary support to make 2021 NRSW a success.

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 15 November:

Remember the 1200 - pause to remember the 1200 people who die each year in avoidable road incidents at 12.00pm.

Monday 16 November:

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

Tuesday 17 November:

Safe driving to work- support your employees to drive so they and others survive.

Wednesday 18 November:

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

Thursday 19 November:

Protecting every life - drive to protect our vulnerable road users (pedestrians, children, seniors, people with a disability).

Friday 20 November:

Shine a light - turn on your headlights on for rural road safety.

Saturday 21 November:

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

Sunday 22 November:

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





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

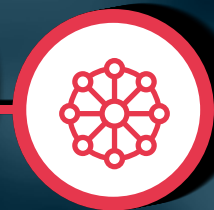
717M
ONLINE/PRINT

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:





TESTIMONIALS

"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



TESTIMONIALS



"Altus joined forces with the SARAH Group in 2015, having seen Peter deliver a moving presentation to a Roads Industry Forum on the merits of Driving So Others Survive. With our goal being to Get Everyone Home Safely, we immediately recognised the alignment between his organisations message and our own. Peter works with us throughout the year to help engage our large, at risk workforce on staying safe, with special emphasis in the lead up to, and during National Road Safety Week. This week has phenomenal impact across the country and we can't recommend enough the benefits of working alongside the SARAH Group and its other great partners."

- **JEFF DOYLE** CEO, 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



"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



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