

## Roadside Killers



If you hit a tree, pole or other object that doesn't have a safety barrier, you could die.



Broken or narrow edges and shoulders can lead to loss of control, rollover or swerving into on-coming traffic.



The most common way to separate lanes of high speed traffic traveling in opposite directions is still nothing more than a splash of paint. It's a recipe for head on collisions.



Drains and gullies at the side of the road without protective barriers have a risk of death built in.

## A National Partnership



If you would like to know more about *SaferRoads*, visit the *SaferRoads* website or contact the Australian Automobile Association.

[www.aaa.asn.au/saferroads](http://www.aaa.asn.au/saferroads)

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# SaferRoads

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## In the next 24 hours

- 4,800 Australians will be involved in a road crash
- 550 will be injured
- 5 will die

## Isn't it time to act?

**SaferRoads** is a national project designed to encourage safer drivers in safer vehicles on safer roads. Everyone has a role to play.

## Sharing Responsibility for Safer Roads

Road crashes involve sudden loss, untold suffering, and financial hardship. Each year, they change the lives of tens of thousands of Australian families forever. Safe personal travel should be a key feature of a modern society. Working towards safer travel needs to be a partnership between all road users, road providers, vehicle suppliers and the community.

- **Road users** can use the road network more responsibly by eliminating the dangers of drink driving, speeding, failing to wear seatbelts, and driving when tired.
- **Vehicle manufacturers and importers** can make safer vehicles their main priority, by improving car design, and encouraging safe driving in the promotion of their products. Manufacturers can also work with road authorities to ensure compatibility between vehicle design and road infrastructure.
- **Governments** can pursue 'best practice' road safety options, build safer new roads, make existing roads more forgiving, demand safer vehicles through fleet purchase, and regulate and enforce vehicle and driver standards.
- **Business** can promote and reward safer road use by employees, suppliers and distributors, demand safer vehicles through fleet purchase, and use the *SaferRoads* brand to promote the *SaferRoads* campaign.

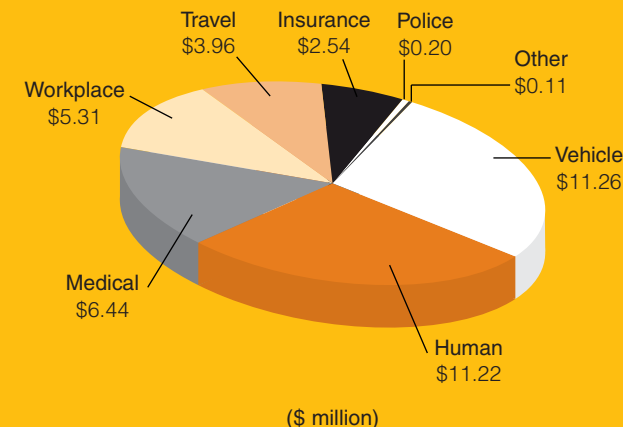
waste

## Road crashes cost \$41million every day. What a waste!

Apart from terrible personal loss and suffering, road crashes waste thousands of millions of dollars that could be better spent. If we had fewer road crashes we'd spend less on health costs for crash victims, insurance payouts, and legal costs, and we'd have more available for important programs like education, health, infrastructure and the environment.

**Fact:** Investing to make roads safer will save far more money than it costs. For example, for every \$1 invested in fixing a black spot, \$14 is saved. We should be investing more.

Daily costs of road crashes (BTRE, 2000).



save

## Proven ways to save lives

Australia has a National Road Safety Strategy (NRSS)—it's a blueprint for saving lives and reducing injuries. The Strategy has been agreed to by the Commonwealth and all State and Territory Governments.

**Fact:** The strategy shows that if we improve driver behaviour, improve the safety of the roads, improve the safety of vehicles and adopt smarter safety technology, we will save lives—as many as 700 every year.

Here's how the NRSS says we could save the 700 lives every year

