A Zero Road Toll This Christmas

The Northern Territory Government is aiming for a zero road toll across the Territory this holiday season.

With 3 weeks until Christmas and parties in full swing, Transport Minister Gerry McCarthy today joined with TIO, Police and fire fighters to plead with Territory drivers to buckle up, slow down and avoid drink driving.

“We have a simple wish this Christmas, that no Territorian loses their life on our roads,” said Mr McCarthy.

“As Territory families come together over the festive season, I don’t want any family to be missing a loved one because of a senseless road crash which could have been avoided.

“Our road toll across the Territory remains unacceptably high and the main causes of fatalities are still speeding, drink driving and not wearing a seatbelt.

“Last year five people died on Territory roads over the Christmas and New Year period. Fire fighters and police do not want to pull bodies from wrecks this holiday season.

“In an effort to have a zero road toll this Christmas the Territory Government has invested in several different measures including;

· A $143 000 drink driving advertising campaign.
· Additional police on our roads, enabling lock downs to breathalyse every driver.
· More transport options to alleviate long waits for taxis.
· Sober Bob campaign in cooperation with the AHA.

“TIO has also invested in a radio and TV campaign targeting speeding, drink driving and seat belts.
“Together with the assistance of TIO and the Police, we believe we can achieve a zero road toll this Christmas, but we also need the cooperation of all Territorians.

“We’re asking everyone to take care on our roads, and ensure your family and friends also drive safely.

“Talk to your children about sensible driving, don’t let a colleague drive home after drinking and if you’re having a party at home decide who is Sober Bob before anyone starts to drink. Remember Sober Bob is the person who has not drunk, not the person who has drunk the least.

“Together we can achieve a zero road toll across the Territory this holiday season.”

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