Gerry McCarthy
MINISTER FOR TRANSPORT

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Saved By The Belt

New billboards reminding motorists to wear seatbelts and to take regular breaks are being erected along two Territory highways as part of a pilot project to raise road safety awareness.

Transport Minister Gerry McCarthy said the billboards will soon be seen in high visibility areas with high traffic numbers along the Stuart Highway north of Alice Springs and near Mataranka, as well as the Victoria Highway near Katherine.

“One person on average dies every week on Territory roads and many more are injured - that’s why we are doing more to improve road safety,” Mr McCarthy said.

“This includes the erection of new billboards targeting fatigue and seatbelts as these two factors appear regularly in road toll statistics, along with speed and alcohol.

“These billboards are the first element of a new road safety campaign called Real People Real Stories that tells the stories of real Territorians who have been affected by road trauma.

“These stories will form an emotional plea from one Territorian to another that death and serious injury on our roads are tragic and often preventable.”

Mr McCarthy said the new billboards follow many road safety initiatives brought in by the Territory Government including more funding for learner driver education.

“Driver education is a critical factor in making sure young drivers learn positive attitudes and behaviours early on so they don’t put themselves or others at risk,” Mr McCarthy said.

“I remind Territorians and holiday makers to buckle up, slow down and stay safe on our roads so they can enjoy everything that 2011 has to offer.

“Road safety is everybody’s business and if you are going to drink this festive season I urge you to plan ahead and make sure you get a lift home with Sober Bob.

“A Sober Bob can be a friend, relative, bus driver or taxi driver and will be someone who makes sure you get home safely.”

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