Media Release

Peter Chandler
Minister for Transport

Minister for Transport champions road safety awareness

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This year’s National Road Safety Yellow Ribbon Week campaign provides an opportunity to remember those who have tragically lost their lives on our roads and raise awareness about road safety.

Minister for Transport Peter Chandler said “It is a time for everyone to actively commit to safeguarding the lives and health of all road users, including pedestrians and cyclists.

“Reducing death and injury on our roads is paramount, a shared responsibility for everyone. Government, the private sector and the general community all have a role to play. This is fundamental if we are going to change the culture and attitude towards road safety.”

All this week 49 yellow ribbons hang in the trees in Raintree Park in memory of the lives lost on our roads in 2015. The trees are also illuminated in yellow light.

“The campaign’s key message of Drive So Others Survive (Drive SOS) invites road users to share the road responsibility, protect vulnerable road users (particularly those who work on roads to assist and protect us) and remember those who have been killed or injured on the road network.

“Many families across our community have been touched by these losses and sadly, many of these crashes could have been prevented. The Yellow Ribbon campaign aims to:

- Remind people about the need to drive safely, to commit to drive with care and drive so others survive
- Remember those people who have died on our roads
- Reduce the number of crashes occurring on Territory roads and the number of road deaths
- Educate Territorians, and visitors, about how they can drive safer on our roads.

“Let’s stand as a community, show we care by wearing or displaying a yellow ribbon during National Road Safety Week and actively commit to safeguarding the lives and health of all road users.

“I encourage all to attend the Family Fun Day at the Parap Road Safety Centre this Saturday.
“The Family Fun Day will showcase the facility as a family friendly location where parents can bring their children to practice bike riding in a safe off-road environment. Hector the Road Safety Cat will be in attendance, there will be children’s activities, face painting and giveaways.

“In addition a similar family fun open day will also be held at the Newland Park, Alice Springs Road Safety Centre later in the year,” Mr Chandler said

Further details can be found at: https://transport.nt.gov.au/