Peter Chandler
Minister for Transport

National campaign to raise road safety awareness

3 May 2015

The Yellow Ribbon National Road Safety Week campaign kicks off today, in a bid to raise awareness and provide education on road safety.

Minister for Transport Peter Chandler today launched the Yellow Ribbon “DRIVE So Others Survive (SOS)!“ campaign which coincides with the United Nations Global Road Safety Week.

“The aim of the campaign is to remember the number of Australians who are killed or injured in vehicle related crashes each year and stand in solidarity with their families, friends and communities,” Mr Chandler said.

“On average over the past 10 years, 48 people are killed on Territory roads each year and around 536 are seriously injured.

“These deaths are tragic and unnecessary and we are joining with the rest of Australia to do everything we can to reduce our road toll.

“The Country Liberals Government will continue to strive to make our road network safer for all users – this message needs to be made clear across the Territory.”

Mr Chandler said a Family Open Day would be held on Saturday 9th May from 10am – 2pm at the Newland Park Road Safety Centre in Alice Springs, which is being held as part of National Road Safety week.

“The Open Day will highlight the importance of road and bicycle safety to the community in a fun environment, with our road safety team,” Mr Chandler said.

“Families are encouraged to come along with their bike and helmet and enjoy a free sausage sizzle, meet Hector the Road Safety Cat and learn about road safety in a fun and interactive way.”

The Yellow Ribbon Campaign is supported by Safer Australian Roads and Highways (SARAH) Inc., which is a not for profit incorporated association.

All members of the Legislative Assembly will be encouraged to wear yellow lapel ribbons during the May Parliamentary sittings.

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