GOVERNMENT LAUNCHES ROAD SAFETY CAMPAIGN

A month-long advertising campaign aimed at improving safety on the Territory’s roads begins tomorrow.

Infrastructure and Transport Minister Dr Chris Burns said the Territory’s road toll remains unacceptably high, despite an improvement from 2005.

“The Road Safety Branch will broadcast a series of television and radio commercials in the lead-up to the mid-year school holidays,” Dr Burns said.

“This coincides with the start of the tourist season, when we see an increase in the number of people travelling on our roads.”

The television and radio commercials will be broadcast between May 28 and June 30, and are aimed at:

- increasing understanding about sharing the roads with roadtrains;
- reminding drivers of the correct use of roundabouts, merging lanes and rail crossings;
- reinforcing safety messages about speeding, drink driving and driver inattention (mobile phone use); and
- increasing road safety awareness in regional and remote areas, especially among Indigenous people.

Dr Burns said one of the most simple things motorists could do to improve road safety was to wear a seatbelt.

“Last year 55 people died on Territory roads and more than half of them were not wearing seatbelts,” Dr Burns said.

“Buckle up as soon as you get into a car, whether you’re the driver or a passenger, and always make sure children and babies are properly restrained.”

Dr Burns also urged motorists planning long-distance journeys to take advantage of the Government’s Coffee Brake program, and stop for a free cup of coffee.

A full list of participating road houses can be found at: