



**Greg Aplin MP**  
Member for Albury

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## **MEDIA RELEASE**

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12 October 2018

### **RURAL ROAD SAFETY WEEK WAKE UP CALL FOR ALL**

As the first Rural Road Safety Week begins around Australia, Member for Albury, Greg Aplin is reminding locals to take care on local roads.

“Rural Road Safety Week is an opportunity for everyone in the community to stop and think about how they can play their part to make our roads safer for all road users,” Mr Aplin said.

#### **KEY POINTS:**

- The inaugural Rural Road Safety Week from 8-14 October, is an initiative of the Australian Road Safety Foundation (ARSF)
- In the 2018/19 Budget, the NSW Government announced a record \$1.9 billion in dedicated road safety initiatives over five years.
- This included \$640 million for targeted safety infrastructure upgrades to save lives on country roads.
- A new burst of the *Saving Lives on Country Roads* campaign has begun targeting speeding and fatigue.

“Any death is one too many and Rural Road Safety Week is a good time for all of us to stop and think of how we behave on the roads – speeding, drink and drug driving, not wearing a seatbelt and driving tired remain our biggest killers.

Russell White, CEO and founder of ARSF urged Australians – both regional and city-based – to take ownership of their role in reducing the rural road toll.

“Acknowledging that everyday road users have a personal responsibility is the first step, and it’s our hope that Rural Road Safety Week will help turn this sentiment into real action” Mr White said.

“Country residents will also notice this month the NSW Government’s *Saving Lives on Country Roads* ‘Yeah... Nah’ campaign that will begin airing once again on regional TV and radio, on outdoor billboards, digital and social media. The campaign video can be viewed here <https://www.youtube.com/watch?v=o2fFIWF5ECA>.

“The highly successful campaign urges all drivers to make safer decisions on the roads – to say ‘yeah.... Nah’ to taking risks.

“I encourage everyone to help bring our local road toll Towards Zero this Rural Road Safety Week,” Mr Aplin said.

For more information on the Australian Road Safety Foundation’s Rural Road Safety Week, including how you can pledge to be safer on rural roads, visit <http://arsf.com.au/rsw-home/>

For more on the NSW Government's Saving Lives on Country Road Campaign visit:  
<https://towardszero.nsw.gov.au/countryroads>

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