

# MEDIA RELEASE

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## Decade of Action for Road Safety: The challenge begins

The Australian Automobile Association has stated that the Decade of Action for Road Safety launched today in Canberra provides an opportunity for Governments to increase their commitment to road safety.

The Federal Government contributed to the worldwide launch of the Decade of Action by hosting an event at Parliament House which was attended by AAA representatives. Speakers at the event included Parliamentary Secretary for Infrastructure and Transport, The Hon Catherine King MP and The Parliamentary Secretary for Pacific Island Affairs, The Hon Richard Marles MP.

The Decade of Action has the global goal of stabilising and then reducing the forecast level of global road fatalities by increasing activities conducted at the global, national, and regional levels.

“The Decade of Action highlights the need for all road safety stakeholders to work together to reduce fatalities and serious injuries.” stated Greg Goodman, AAA Acting Executive Director. “Each year around 1.3 million people die around the world as a result of road traffic collisions and millions more are seriously injured. Last year in Australia, over 1300 people lost their lives as a result of road crashes. We simply cannot allow this to continue.”

In response to the Decade of Action, The Fédération Internationale de l'Automobile (FIA) has called for a 50 per cent reduction in the projected road toll in its *Make Roads Safe* Campaign. The AAA supports this international target and has called on the Australian Government to adopt a 50 per cent reduction target in the National Road Safety Strategy 2011-2020.

“As a developed country, Australia should be setting a good example for developing countries in the region” Mr Goodman said. “An ambitious road safety target will encourage other countries in the region to follow our lead and will ensure Australia maintains and hopefully improves on its international road safety ranking.”

“The core of this campaign relies on safer drivers in safer vehicles on safer roads. Implementing those three integral strategies world-wide is the main ways in which we can reduce road deaths and injuries and lessen the trauma for victims and their families.”

Mr Goodman also commented that the AAA and its constituent clubs around Australia will work in partnership with government and non-government organisations to reduce death and serious injuries on Australian roads during the next decade and beyond.

“AAA has made a significant contribution to road safety on behalf of our members and will continue to advocate for programs which reduce the road toll.”



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WORLD WIDE AFFILIATION THROUGH THE AIT AND FIA



“Initiatives such as the Australian Road Assessment Program (AusRAP), which aims to improve safety on Australia’s road system by rating roads for safety, is crucial to reducing the road toll.”

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