



2 May 2017

Shine a light on road safety

Road safety groups across the Bunbury area are joining forces in a bid to stop the carnage on our roads – and they want your help.

The Bunbury Tower and Bunbury Lighthouse will be bathed in yellow light next week (8-14 May) as part of the Shine a Light on Road Safety Campaign, which aims to raise awareness and reduce trauma on our roads.

RoadWise, which is heading the campaign, has joined with the South West Youth Driver Development Program and Industry Road Safety Alliance South West in calling on all motorists to support the campaign by driving with their headlights on throughout Friday 12 May.

“This is a simple way to demonstrate your commitment to road safety and show your support for the many individuals and families touched by tragedies on our road each year,” RoadWise Bunbury chairperson Betty McCleary said.

Last year, 194 people died on WA roads - 119 of them in regional areas and 26 in the South West. Another 235 people were critically injured.

Overall, 62% of the fatalities across WA in 2016 were a result of crashes police suspect involved at least one driver behavioural factor be is speed, alcohol, fatigue or in-attention.

“We all have a role to play in keeping ourselves and other safe on our roads,” South West Youth Driver Development Program chairperson Murray Cook said. “Every time we get behind the wheel, we need to recognise the dangers we face and pose to others and act accordingly.”

Industry Road Safety Alliance South West chairman Simon Dent said the impact of road trauma was far reaching. While the Federal Government estimated road crashes cost the Australian economy \$27 billion a year, he said the human and emotional cost was even greater.

“We need to shine a light on this human tragedy that is occurring right in front of us,” Mr Dent said. “Please join with us in switching on your headlights on Friday 12 May and in making a commitment to do all you can to keep yourself and others safe on our roads.”

Photo caption: Murray Cook from the South West Youth Driver Development Program, Simon Dent from the Industry Road Safety Alliance South West, and Betty McCleary from RoadWise Bunbury want you to join with them in Shining a Light on Road Safety by switching on your headlights on Friday 12 May.

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