



Media Release

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Kimberley visit puts the focus on road safety

The RAC will spend four days educating young drivers about staying safe on the roads as part of its annual Kimberley road safety awareness program.

RAC General Manager Corporate Affairs, Will Golsby, said the Kimberley's fatality rate had worsened substantially in the past year, recording the State's second highest fatality rate for 2013.

"Last year, eight people were killed on Kimberley roads. The regional fatality rate increased to 21.90 per 100,000 population, up from 13.69 the year before. That's more than three times the state rate," Mr Golsby said.

"Regional Western Australia is overrepresented in road fatalities and last year accounted for 45 per cent of fatalities despite only 22 per cent of the population living there."

RAC Community Education will spend four days educating year 10, 11 and 12 students from Broome SHS, Derby SHS, La Grange Remote Community School and St Mary's College about the effects of alcohol and drugs on driving and being a responsible passenger.

It's the second time the RAC has visited the Kimberley region this month, having already given road safety talks at Halls Creek, Kununnurra, Fitzroy and Wyndham district high schools.

"The school presentations are targeted toward the needs of the local school. The students are given the opportunity to learn about road safety through a combination of visual, factual and interactive learning activities.

"These students are our next generation of drivers and we want to ensure they have a good understanding of road safety and the consequences of bad decisions."

The RAC's most recent young driver survey showed almost half of respondents used their phone while driving, while a further 20 per cent checked social media behind the wheel.

"Last year, drivers aged 17 to 24 accounted for 18 per cent of all WA road fatalities despite only making up 11 per cent of the population. These results are worrying, and reinforce the need to educate young drivers about safe driving.

"Since 2002, the RAC has delivered the road safety message to over 330,000 Western Australian students and community members."

The work of RAC Community Education is designed to complement the RAC priorities of safe, accessible and sustainable movement around the community. Community Education is making 13 trips into regional Western Australia in 2014. For more information about RAC Community Education please visit the [RAC website](http://rac.com.au/media).

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