



Media Release

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RAC says WA speeders need culture shift

RAC is urging Western Australians to slow down, with speed being a factor in one-third of fatal crashes in 2014.

RAC General Manager Corporate Affairs, Will Golsby, said WA has a culture of speeding on WA roads and it must be broken.

“Last year, 184 Western Australians lost their lives on our roads. On average, every two days someone learned that a loved one was killed in a crash,” Mr Golsby said.

“Every time you exceed the speed limit, even by seemingly small amounts, you’re increasing your risk of being involved in a fatal or serious crash.

“It’s simply not good enough for WA drivers to shrug their shoulders and say ‘it won’t happen to me’.”

2014 saw 24 more people die on WA roads than 2013. The higher fatality count is largely attributable to an increase in deaths on regional roads – up from 73 in 2013 to 102 in 2014.

While speed cameras are a powerful deterrent, RAC believes they are not enough to bring about a shift in speeding culture, and is calling on WA drivers to take more personal responsibility for their attitude towards speeding.

“Before you start your car, think of the families, friends, work colleagues and the emergency and medical responders who are all directly affected.”

The recent RAC *free2go* Driver Survey suggests that a culture shift away from speeding starts by leading by example.

73% of young drivers have seen their parents speed, and 41% of those have been seen speeding by more than 10 km/h.

“The speed limits are there for a reason. As a community, we have a responsibility to follow these limits if we want to bring WA’s road fatality rate down,” Mr Golsby said.

“Road trauma is a toll we must, and can, reduce.”

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