



Media Release

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RAC spreads road safety message to Wheatbelt netballers

Through its Community Sponsorships program, RAC has partnered with Netball WA to support the RAC Wheatbelt Regional Netball Carnival on 17 May to spread the Elephant in the Wheatbelt's road safety message.

RAC Sponsorship Manager Carina Lauder said the \$20,000 sponsorship is a great way to engage with the community to talk about road safety in the Wheatbelt.

"The Wheatbelt's road fatality rate is 11 times the metropolitan rate, six times the state rate and twice nearby regions. It's significantly higher than the rest of Western Australia," said Ms Lauder.

"Our participation in sporting events is an effective platform to get the community thinking and talking about the issues in the Wheatbelt because awareness is the first step to making changes for the better."

The sponsorship will also support the RAC Let's talk about the Wheatbelt Avon Football League round on 19 July and the RAC Wheatbelt West Coast Fever Cup on 2 August.

Netball WA CEO Simon Taylor said the events are an ideal way of bringing the community together to address the importance of staying safe on the roads.

"We're excited to forge this strategic alliance with RAC, building on our existing commitment to promoting and delivering road safety messages in an attempt to reduce the number of incidences on our roads," said Mr Taylor.

A road safety competition for Wheatbelt netball clubs will be launched at the Carnival with participating clubs having the chance to win \$1000. To be eligible entries must feature the Elephant in the Wheatbelt.

With 13% of Wheatbelt residents admitting to have driven over the legal Breath Alcohol Limit (BAL), the sponsorship will provide opportunities to talk about the issues around drink driving and further support the RAC's partnership with the Department of Sport and Recreation and the WA Sports Federation for the Changing Attitudes to Alcohol through Sport (CAATS) program which delivers responsible drinking messages through sports clubs in the Wheatbelt.

"RAC has been an integral part of the Western Australian community for 110 years and is committed to giving back to RAC members and the wider community."

For more sponsorship information, visit <http://rac.com.au/news-community/sponsorship> and to learn more about the Elephant in the Wheatbelt, visit <http://elephantinthewheatbelt.rac.com.au/>.

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