



Media Release

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RAC the new WA Sports Star Awards partner

RAC has joined forces with WA Sports Federation to present the RAC WA Sports Star Awards, the State's premier excellence in sports awards.

RAC General Manager Corporate Affairs Will Golsby said the partnership is an important relationship to promote road safety through sport which plays a big role in the daily lives of WA communities.

"Western Australia has the worst fatality rate of any state so this sponsorship aims to produce better road safety outcomes by raising awareness about the impact of road trauma," said Mr Golsby.

"The reality is that, on average, one person is killed on our roads every two days and a person is admitted to hospital with serious injuries every four hours."

RAC is the naming rights sponsor of the annual awards ceremony over the next three years, as well as award categories 'The West Australian RAC Sports Star Award', 'RAC Insurance Service to Sport Award' and the newly created 'RAC Insurance Beyond Sport Award'.

The sponsorship will further support RAC's partnership with the WA Sports Federation and the Department of Sport and Recreation that is stimulating road safety conversations through sports clubs in the Wheatbelt as part of the Changing Attitudes to Alcohol through Sport (CAATS) program.

"The tragic reality is that alcohol, along with speed and drugs, accounts for 41% of deaths on our roads.

"Sport is often the hub of a community and is an effective platform for talking about the issues around safe driving."

WA Sports Federation Chairman Michael Beros said the sporting organisation is proud to announce this new relationship which sees two Western Australian organisations joining forces.

"We're delighted and proud to be partnering with an iconic Western Australian organisation. This is a unique opportunity to work together to deliver road safety messages to the sporting industry and ensure everyone gets home safely every time," said Mr Beros.

"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," said Mr Golsby.

The awards will be launched in September and information can be found at <https://www.wasportsfed.asn.au/>.

RAC has a number of sponsorship categories and is encouraging community groups across WA to apply for sponsorship. For more information, visit rac.com.au/sponsorship.

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rac.com.au/media