



# Media Release

Tuesday 13 October 2015

## Elephant with a message visits Parliament House

RAC's [Elephant in the Wheatbelt](#) is attending Parliament House today to raise awareness about the need for an urgent commitment to improving road safety in the Wheatbelt.

RAC General Manager Corporate Affairs, Will Golsby, said RAC has embarked on a \$3 million Wheatbelt road safety campaign over five years; the Elephant in the Wheatbelt.

"He's a life-sized African elephant sculpture made out of wrecked cars and he's been touring the Wheatbelt all year to generate discussion and raise awareness about the impact of road trauma in the region," Mr Golsby said.

"The Wheatbelt has the highest road fatality rate of any region in the State. Last year, a loved one was killed on Wheatbelt roads every fortnight, and someone was admitted to hospital with serious injuries every two days on average.

"In 2014, the Wheatbelt road fatality rate was 11 times the Perth metropolitan rate, six times the state rate and twice nearby regions."

But while the statistics speak volumes, and the impact of road trauma on the community is devastating, there is still too much silence around the issue.

"The elephant symbolises the elephant in the room. He's massive and he can't be missed, weighing about half a tonne and measuring three metres high and four metres long. His overwhelming presence at Parliament House will open eyes and bring decision makers together so we can work to tackle this issue."

One of the challenges in the Wheatbelt is breaking down the myths and misconceptions about what is happening on regional roads. RAC's campaign has focused on replacing these myths with the facts.

"Two thirds of the road deaths are Wheatbelt locals, and alarmingly, one third of Wheatbelt road deaths included someone not wearing a seatbelt."

"The elephant has started this long-overdue discussion and now we need all levels of the community to work together so that road trauma can be seriously addressed at a State level."

Since the campaign launch in March this year, the Elephant has made 34 public appearances across the Wheatbelt and will be finishing off his 2015 tour at the Narrogin Spring Festival (17 Oct) and Murray Street Mall in Perth (28-29 Oct).

**Note:** Will Golsby will be available for media today at the front steps of Parliament House with the elephant at 1pm.

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