

MEDIA RELEASE

WESTERN AUSTRALIAN
LOCAL GOVERNMENT ASSOCIATION



ROADWISE

30 August 2006

Drop 5, Save Lives in the Goldfields-Esperance Region

Drivers in the Goldfields/Esperance region are being urged to 'Drop 5, Save Lives' as part of a road safety campaign being promoted across the region.

The West Australian Local Government Association's RoadWise Program is working to address excessive speed, which combined with other issues (drink driving, fatigue and failing to wear a seat belt), is a major factor in the State's road carnage.

Statistics recorded over a five year period from 2001-2005 indicate a 9.6% increase in vehicle crash fatalities over the period.

From June 2005 through to 2 August 2006, 113 road crash fatalities occurred. Regional Western Australia accounted for 66 of those lives lost, with the metropolitan area accounting for 47 fatalities.

The target groups considered most vulnerable are the drivers of the age group 17 years through to 59 years, living and driving in the metropolitan and/or rural towns and cities.

Association President Cr Bill Mitchell said speed was a major factor in about a third of all fatal crashes.

"Technically proven data acknowledges an increase of five kilometres per hour increases the energy transferred in a crash. This in turn adds to the physical force and increased potential for fatalities or serious injuries," Cr Mitchell said.

"Speed increases braking distances, leads to more severe injuries in a car crash and decreases the possibility of avoiding a crash in the first place.

"Drivers may think that by driving just a few kilometres over the speed limit they are 'speeding safely', but any level of speeding can put drivers and others at risk of serious injury or even death on our roads.

"Fatalities on country roads continue to be a major issue so it is crucial that country drivers, including those in the Goldfields/Esperance region, watch their speed and recognise the serious consequences of speeding."

Drop 5. Save Lives.

Ends

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