



SAFER
AUSTRALIAN
ROADS
AND
HIGHWAYS

How Will You Show Your #RailSafety Leadership?



#EveryLifeMatters

Drive So Others Survive

#DriveSOS

Peter Frazer

Safer Australian Roads and Highways Inc.

www.SarahGroup

TrackSAFE
Foundation



Stand back.

Look up.

Stay Rail Safe





Slow down...

Look around...

Actively protect those who are vulnerable!



How do you publicly show that you are a RailSafety Champion?





Who is Peter Frazer?

Background

- *Over 40 years experience in Human Rights & Social Justice, Law Enforcement, Compliance, as well as Intelligence and Policy work*

International

- *Volunteer Board Member, International Road Victims Partnership (IRVP) and*
- *Advisory Board Member, World Day of Remembrance Road Victims, European Federation Road Traffic Victims*

2019-21 Honours

- *2022 Order of Australia Medal (OAM)*
- *2021 Fellow of the Australasian College of Road Safety*
- *2020 Churchill Fellow*
- *2020 NSW Nominee - Australian of the Year (Local Hero Category)*
- *2019 Australian Volunteer of the Year (Third Sector).*





Who is SARAH?

Not-for-profit association with "**Vision Zero**" as the foundation for our initiatives.

SARAH's vision **"Everyone has a right to Get Home Safe to their loved ones...
Everyday... No Exceptions!"**

SARAH's motto is:

"Drive So Others Survive!"





SARAH's Vision:

- By focusing on those who find themselves in harm's way, and by working together, we can ensure the safety of all those who are vulnerable;
- By making the outcome of crashes real, we can positively influence government and community attitudes so "the Shared Priority" is to get everyone home safe;
- By promoting evidence-based policies and proven technologies, together, we will save lives and prevent serious injuries on our roads and highways, and where they intersect with other transportation modes.





Our Strategic Approach

- ***Influence Decision Makers*** to **Focus on the safety of those who are vulnerable**, especially those whose jobs place them in harm's way (in the case of rail, our train and tram drivers);
- ***Use personal story*** to promote an understanding of the experience of victims and their loved ones;
- ***Create and promote symbols*** to foster engagement and commitment;
- ***Challenge language*** - “Crashes” Not “Accidents” & “Near hits” not “Near misses” etc; and
- ***Challenge*** our politicians, organisations and community leaders **to become road & rail safety champions.**





The Ripple Effect of Avoidable Trauma

How important is a life?

Let's make this personal...



How important is a life?



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On 15 February 2012, Sarah was driving down the Hume Freeway NSW on her way to Wagga Wagga to start a degree in photography at Charles Sturt University.

Her car broke down but the way the freeway that was built prevented her from getting it completely out of a 110 kilometre per hour lane.





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Placing the vulnerable in harm's way





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Remembrance Driveway

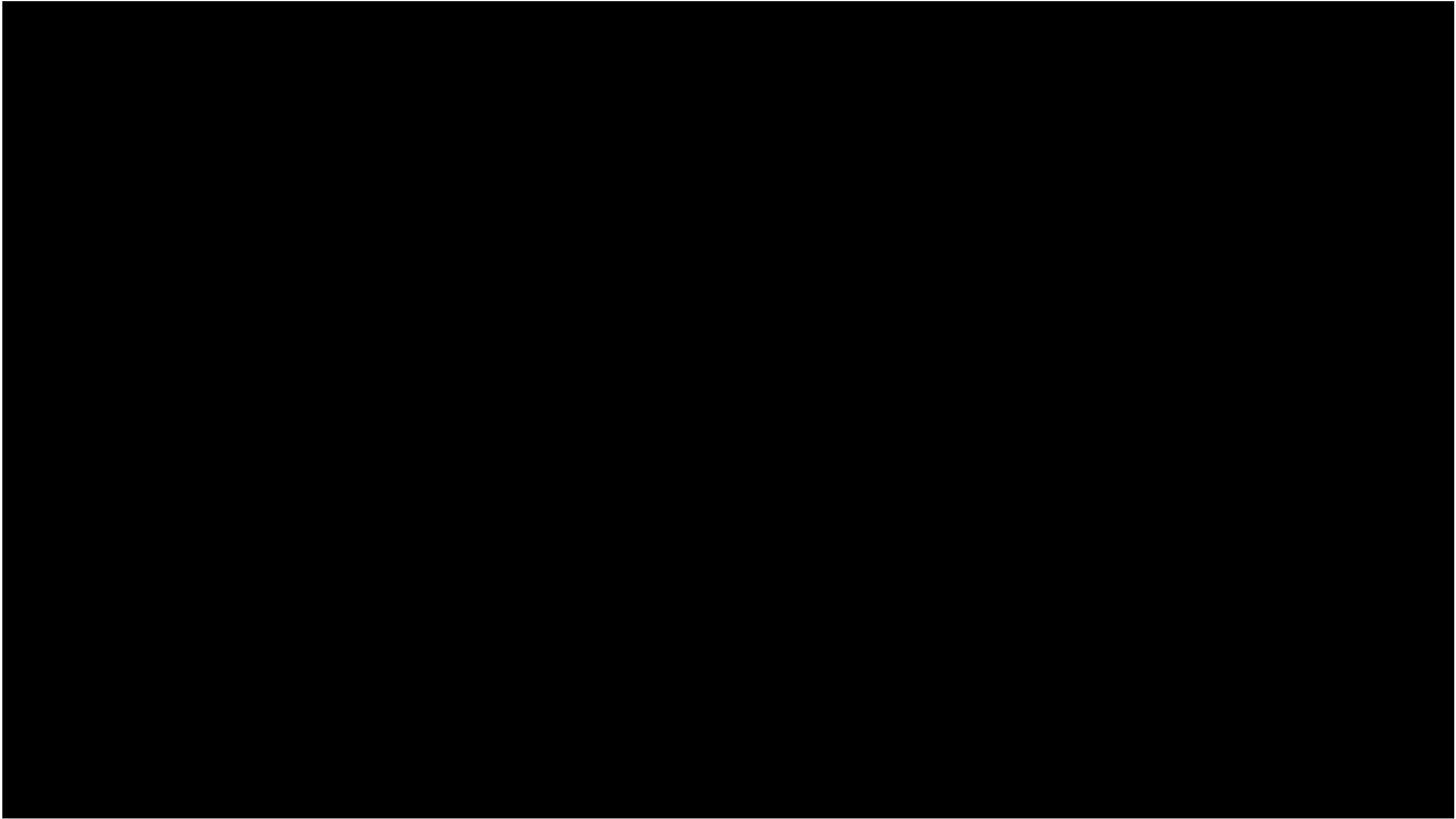
Every Life Matters



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1.5 metres wide





Sharing our lived experience inspires change

**Let's choose to speak out so we can better
protect all those who are vulnerable!**





Let's work together to improve road and rail safety!

- *Influence* Decision Makers – let's demand the protection of all those who are vulnerable by improving where our rail and roads intersect;
- *Use* your own personal story, or our workers' stories, to promote an understanding of their experience and the dangers they face;
- *Display your yellow ribbons* and promote them to foster engagement and commitment;
- *Challenge language* - "Crashes" Not "Accidents" & "Near hits" not "Near misses" etc; and
- *Challenge* our politicians, organisations and community leaders to become safety champions.

HIGHWAY PATROL



TRF227

Police

CHOOSE WISELY: DON'T RUSH

Yellow Ribbon National Road Safety Week!





So how will you show that you're a #RailSafety Champion?





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