



White Ribbons™ for Road Safety 2013

Speech Sample

Good afternoon/evening everyone and welcome to <event details>.

Firstly, I would like to acknowledge the following guests <details>.

Thank you for joining us today/tonight as the <shire/LG> launches the White Ribbons for Road Safety campaign in <town>.

The *White Ribbons™ for Road Safety* campaign is a community based initiative which allows individuals to directly contribute to raising awareness about the importance of road safety, including over the Christmas holiday period.

The campaign urges people to take care on the roads and promote the White Ribbons for road safety message to friends, family and colleagues to help reduce road trauma.

This year marks the 17th anniversary of White Ribbons.

The <shire/LG> has participated for <x> years and we look forward to another successful year promoting road safety in our community.

One of the great things about a community road safety activity like this is that everyone can get involved and a small action can have a big impact.

The 2013 campaign will be/was formally launched on Sunday 17 November 2013 to align with the World Health Organisation's World Day of Remembrance for Road Traffic Victims and will run through until Monday, 6 January 2014.

Towards Zero, WA's road safety strategy has a long term vision of a road transport system in which no-one is killed or seriously injured.

Your first thought is *'that this is not possible!'* but remember this is a long-term vision.

We know it won't happen tomorrow or next year but we have to actively plan for this as a long term goal.

It is not about preventing *all* crashes on our roads. Instead, it is about making sure that if someone *does* have a crash, they are protected by the system so that if they make a mistake or lose concentration, they are not punished by losing their life or suffering a serious injury.

Making sure we have a safe system on our roads also involves:

- Safe roads and roadsides
- Safe vehicles
- Safe speeds
- Safe road use

The <shire/LG> is working towards achieving a safe system on our roads by:

List initiatives being undertaken by the Council in the area of safe roads and roadside, safe speeds, safe cars and safe road use. Examples may include new fleets safety and purchasing policies, implementing the Safe Speed Promise, using speed display trailers combined with local police enforcement, black spot or safe roads projects to improve safety, signing a declaration for road safety, speed limit reductions in targeted areas.



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Speech Sample *continued*

Before you set off on your Christmas travels, whether they are near or far, remember the basics:

- Don't drink and drive – elect a skipper, stay over, grab a taxi or take public transport if you plan to have a drink.
- Don't drive tired – pull over and take a break every two hours, swap drivers, have a walk around or have a 20 minute nap.
- Wear a seatbelt no matter how short the journey and make sure everyone in your car does the same.
- Don't speed – reduce your travel speed and drive to the conditions of the road and your environment.

Also, if you are thinking about buying a new or used car make sure you consider the safety by aiming for a four or five-star ANCAP rating or a good used car rating.

So as we launch the White Ribbons for Road Safety campaign for 2013 here in <town>, remember that we all have a role in road safety and working towards a safe system.

White Ribbons have been / will be distributed at this event / today / tonight and are also available free of charge from <list where available in your area> offices and police stations.

I encourage you to show your support for this very worthwhile campaign and help us promote road safety in our community.

On behalf of the <City/Town/Shire>, we wish you a very merry Christmas and a happy new year.

We look forward to seeing you back in the community next year.

Optional for launch of campaign:

Now, therefore, I hereby declare the <town/city>'s White Ribbons for Road Safety campaign open and urge my fellow citizens to recognise the crucial role we each have to play to ensure our roads are safe during this festive season.