

WALGA RoadWise

Road Ribbon for Road Safety®

Key Messages



- We should not accept that anyone should die or be seriously injured on our roads.
- Our long-term vision is of a road transport system where crashes resulting in death or serious injury are virtually eliminated (*Towards Zero*, WA's road safety strategy 2008 – 2020).
- Achieving this vision means acknowledging that we can all play a role in road safety by working towards creating a safe system:
 - Road authorities work to plan, design and influence a safe system which recognises and caters for both human mistakes and the limits of human tolerance to violent forces.
 - Road users take responsibility for behaving safely, complying with all road rules and supporting local road safety initiatives being implemented.

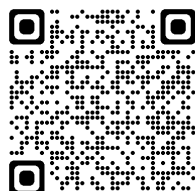


RoadWise®

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