



PROBLEM

5,000+ Victorians are killed or seriously injured on our roads each year

- 13 people die or are seriously injured every day
- It cost the Victorian Government \$2 Billion dollars each year in road trauma
- Not enough funding support



WHY

DANGEROUS ROADS

- Only 24 per cent of the Victorian population lives outside the metropolitan area, yet half of all lives lost on Victorian roads occur in regional Victoria.
- 131 drivers and passengers lost their lives, representing 62 per cent of the total number of lives lost on our roads.
- An average of 35 pedestrians are killed each year on Victorian roads.
- Costing \$2 Billion to the Victorian Government

WHAT

HOW WILL AMBER COMMUNITY CHANGE THE PROBLEM

- CHANGE IS POSSIBLE About 70 per cent of crashes are caused by simple errors and a moment of distraction
- ✓ Safe System require changes to our vehicles, roads, speed and attitudes
- ✓ Community education programs
- √ Volunteers speak of their experience
- ✓ Trauma counselling and support

ABOUT AMBER COMMUNITY

Counselling

We provide counselling and support to people affected by road trauma and address the attitudes and behaviors of road users through education.

In working to deliver our purpose, we provide free, professional face-to-face, online and telephone counselling services across Victoria to people who have been affected directly or indirectly by a road incident including; bereaved family members, witnesses, drivers, first-on-scene, emergency service personnel, families and friends.

Education

Also, we deliver a range of education programs addressing the behaviours and attitudes of drivers to reduce the incidence of crashes, injuries and fatalities and the associated trauma and grief.

Trained facilitators deliver our education programs in conjunction with emergency service personnel and volunteers who talk about their lived experiences. The programs are aimed at community and youth groups, the business community as well as offenders through the Magistrates' and Children's Court of Victoria.

It is this mix of programs and the close collaboration and involvement of professional staff working with volunteers and road safety sector partners that makes Amber Community unique in Victoria.

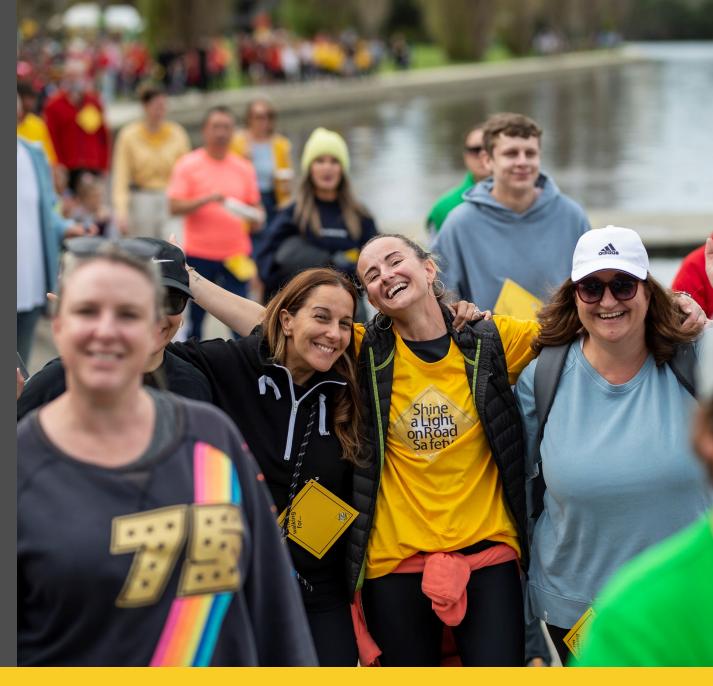
Shine a Light on Road Safety Walk

Shine a Light on Road Safety brings people and organisations together to create a safer and brighter future.

OPPORTUNITY

Partnerships with Amber Community

- Major partner for Shine a Light on Road Safety campaign
- ✓ Industry support
- ✓ Trauma support
- ✓ Brand enhancement being part of the solution
- ✓ Your help can change the life of families and kids living with trauma.



Help us reach our goal of \$100,000

Be part of the CHANGE!

\$10,000 over two years

- Partnership media announcement
- Logo on marketing material, EDM, social media
- Promotion during the event
- Five tickets to the event
- Brand enhancement

\$20,000 over two years

- Partnership media announcement
- Logo on marketing material, EDM, social media
- Promotion during the event
- Ten tickets to the event
- One free 'road safety' workshop
- Brand enhancement
- Corporate volunteer opportunity
- Signage at the finish line

\$30,000 over two years

- Partnership media announcement
- Logo on Marketing material, EDM, social media
- Promotion during the event
- 15 tickets to the event
- One free 'road safety' workshop
- Brand enhancement
- corporate volunteer opportunity
- Signage at the start/finish line

SHINE A LIGHT ON ROAD SAFETY CAMPAIGN





10 years of Shine a Light on Road Safety



\$100,000 target for 2023



700+ people walked together at Albert Park Lake



3,000+ people shared the campaign on social media



2+M people reached via news stories

Corporate partners play a vital role in leading change. Our people are passionate, but we cannot stop road trauma alone. We need your business expertise and innovation to drive our impact to the next level.

PARTNERS













