



## 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.



## FUNDING REQUEST 2022 - 2023

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

