



SHINE A LIGHT ON ROAD SAFETY

Partnerships are critical for our success.

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

2021 HIGHLIGHTS

-  **8** years of Shine a Light on Road Safety
-  **\$43,379** raised for support, education and advocacy
-  **700** people walked together at Albert Park Lake
-  **3,000** people shared the campaign on social media
-  **2+M** people reached via news stories
-  **2+M** motorists saw "turn on your headlights for road safety" messages

REACHED
4+M

Partnering for road safety.

SPEAKING UP FOR ROAD SAFETY

We are committed to speaking up about why road safety is important.

Alex Eleftheriou was our 2021 campaign ambassador. When Alex was seventeen, he was in a serious motorbike crash, and he now has quadriplegia.

"I'd like to say to everyone: don't let my story be your story, but also don't let my story be yours or your family's story because those are the people that suffer the most."

More than 5,000 Victorians are killed or seriously injured on our roads each year, and we hear stories like Alex's every day.

The price we pay for using the road shouldn't be death or serious injury.

CHANGE IS POSSIBLE

About 70 per cent of crashes are caused by simple errors and a moment of distraction. We can all do more to be mindful of the risks around us, however, to err is human.

We need a safe system - which will require changes to our vehicles, roads, speed and attitudes – and getting community buy-in is critical.

We bring together people and organisation to make this change possible.

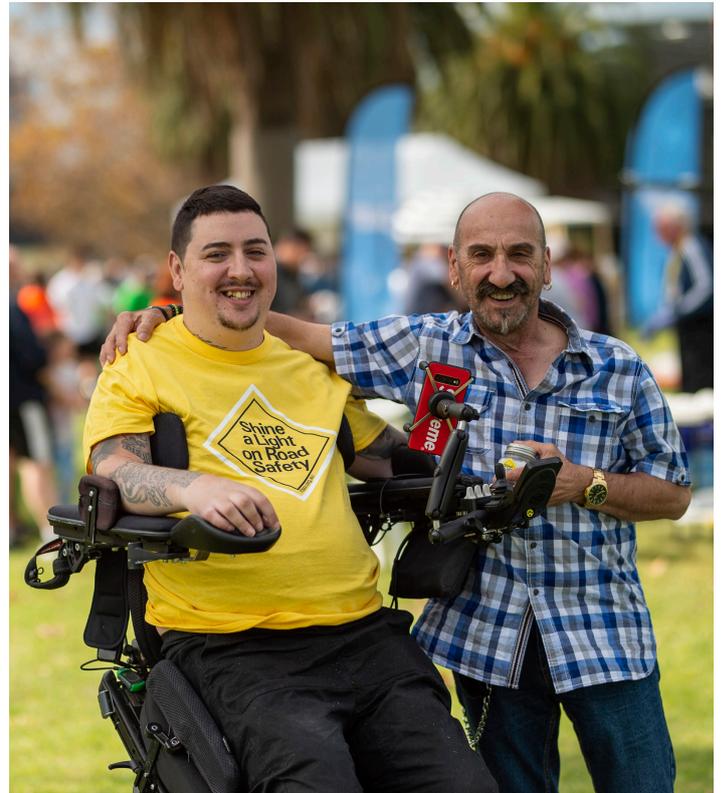
TOGETHER WE DO MORE

We are very grateful to the Victorian Government, The Transport Accident Commission, Victoria Police, VicRoads, and our corporate and community partners who help our Shine a Light on Road Safety messages reach more than four million people each year.

BECOME A CORPORATE PARTNER

Our corporate partners play a vital role in leading change.

Our people are passionate, but we cannot stop road trauma alone. We need business expertise and innovation to drive our impact to the next level.



Our personalised partnerships are designed to enhance your brand, engage your employees and customers, and achieve your social and business objectives. Options include

- support our counselling and education programs
- sponsor Shine a Light on Road Safety (different packages are available)
- drive community support through cause related marketing
- engage and inspire staff in road safety and wellbeing workshops.

NEXT STEPS

To learn about how you can get involved and the impact your business could make, contact us on 1300 367 797 or fiona.elliott@rtssv.org.au



WALK | SUNDAY 1 MAY 2022 | ALBERT PARK LAKE