



Mr Blake Lewin

12/10/03

House Transport Committee Chair
House of Representatives
Parliament House
Canberra.

SUBMISSION TO INQUIRY INTO ROAD SAFETY

May I suggest that a campaign be launched to change the attitudes of drivers and the community in general. Current attitudes encourage them to believe that driving at speed and in reckless ways irrespective of road conditions is quite safe.

The driving at speed and/or in a reckless manner is encouraged by television advertising of family sedans, utes and four wheel drives where these vehicles are shown speeding around bends, doing "wheelies" plunging into rough terrain and accelerating excessively.

Media reports frequently blame the road conditions or road works in progress as the cause of accidents. Fatalities are mentioned in reports but seldom are the multitude of injuries mentioned in media reports. A government campaign must continuously alert drivers to the horrific consequences of failing to drive at appropriate speeds and failure to be alert and aware enough to drive to changing conditions (e.g. on bends, in wet weather and during busy holiday periods, etc).

Also, the campaign must continuously inform drivers of the facts that they need to know if they are to have a better chance to avoid accidents, injuries and possibly death (Not only for themselves but for the other men, women and children who get injured or killed in many road accidents. (e.g. What distance does a vehicle travel when stopping in an emergency at a particular speed? (On a dry road, on a wet road, on an unsealed road, etc).

A current pervasive community attitude is that someone else or something else is to blame when they have an accident or suffer some misfortune. There is a reluctance to be alert to and aware of possible dangers but little reluctance to blame some other party. This attitude results in more road accidents than should be.

I suggest the campaign use television and radio media. Also I suggest that advertisers of motor vehicles be required to emphasise the safety features of their vehicles and to change from the current emphasis on speed, acceleration and reckless driving.

Yours faithfully,

Blake Lewin

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