



DRIVER SAFETY BULLETIN- FATALITY FREE FRIDAY

Today is Fatality Free Friday, a national event running across Australia with a simple goal of reducing our road toll from 3.7¹ deaths to zero for this specific Friday. In order to achieve this, Australian local and state governments as well as drivers, have pledged to consciously think about road safety and safe driving whenever they get behind the wheel.

If we can reduce Australia's road toll to zero for just one day it will be a positive step towards increasing the safety awareness of our road users. After all, if drivers can actively concentrate on safe driving for just one day in the year and make a difference, they potentially would drive safer for the next few days. Over time this could lead to a complete behavioural change whereby drivers consciously think about safe driving **each and every day** they get behind the wheel.

So when you or your fellow colleagues get in your vehicle today, keep in mind the below tips, and be sure to actively concentrate on road safety in order to do your part for Fatality Free Friday.

- A safe driver maintains enough distance on all four sides of their vehicle. This allows a safe reaction time to any changes on the road and compensates for any unforeseen event in the driver's environment,
- Keep our eyes moving by maintaining a 360 degree awareness of our surroundings. This includes checking side and rear-vision mirrors,
- In order to predict and anticipate what could happen, look ahead to see what is happening 12-15 seconds up the road,
- Maintain a gap of at least three seconds between our vehicle and the vehicle in front,
- Even if we have right of way, never presume that another driver has seen or is aware of our vehicle. Show caution and move slowly whilst scanning your surroundings. If there is any doubt in your mind as to whether another driver has seen you, simply prepare to brake,
- Making eye contact with other drivers, riders and pedestrians will help ensure they have seen us,
- If driving in adverse weather or at night - leave yourself more space from the car in front and reduce your speed if you feel uncertain at anytime. Remember to always drive to the conditions, not the speed limit,
- But more than anything always remember that **speeding is the biggest contributing factor to road fatalities**.

If you would like to find out more about Fatality Free Friday, or pledge your support to reducing the road toll, click [here](#).

Safe Driving,

The team at Innovation Group.

¹ http://www.infrastructure.gov.au/roads/safety/road_fatality_statistics/fatal_road_crash_database.aspx