

## Campaign Update – July/August 2008

### Amendment to the new Novice Driver Laws

To make it fairer on existing learner drivers, we've changed one part of the new Novice Driver laws.

The change means that learners who got their permits **on/before the 29 June 2008** will fall under the 'old system' and will **NOT** have to wait six months between passing their Practical Driving Assessment and taking the Hazard Perception Test. They will only have to do 25 hours of supervised driving.

Those learners who obtain their permit after 29 June 2008 will fall under the 'new system' and will have to do the minimum 25 hours supervised driving and wait six months before undertaking their Hazard Perception Test.

We believe the change will mean a fairer system for those learners who already held a permit before the Novice Driver laws were introduced.

More information on this amendment and the other Novice Drivers laws is available at [www.officeofroadsafety.wa.gov.au](http://www.officeofroadsafety.wa.gov.au) or [www.dpi.wa.gov.au](http://www.dpi.wa.gov.au)

### Restraints Campaign 2008

Mass media for the Regional Restraints campaign will commence on Sunday 27 July 2008.

The overall goal of the Restraints campaign will be to eliminate the non-use of restraints as a contributing factor in deaths and serious injuries resulting from crashes on West Australian roads.

Media strategies include radio, press and outdoor advertising in regional and remote areas. Where possible radio and press ads have been tailored to the local region, for example 'Belt Up in the Kimberley,' or 'Belt Up in Bunbury'.

Press and outdoor advertising will include x-ray style imagery focusing on serious injuries. A new tag line – 'One click could change your future. Belt up.' has been produced for this campaign.

The primary target group for this campaign will be 17-24 year old males living in regional areas who currently wear a seatbelt either occasionally or not at all. The secondary target group will include regional males 25-39 years who fail to wear a seat belt when driving.

The objectives of this year's campaign will be:

- to reinforce the consequences of serious personal injury resulting from travelling unrestrained in a road crash.
- to counter negative peer influences on the decision to wear a seatbelt;

If you need to order any additional community materials for this campaign please contact Ben Chamberlain at [ben.chamberlain@dpc.wa.gov.au](mailto:ben.chamberlain@dpc.wa.gov.au) or on 9222 9068.



## Fatigue Campaign 2008

The objectives of this year's Fatigue campaign is to raise awareness that driving while tired, particularly on long trips, increases your chances of crashing and that shift workers are more vulnerable to fatigue related crashes.

The media activity will be via radio advertising and will provide drivers with a reminder to adopt the different strategies to avoid driving tired. The radio commercials are repeated material from the 2007 campaign.

Long trips messages are focussed around holiday times and include stopping for a break or coffee after driving for long periods, swapping drivers where possible or stopping to have a short sleep. Statewide radio activity will run during the June/July, September/October and December/January school holiday periods.

Because shiftworkers tend to work irregular hours, they often get less sleep than what the body needs and are more likely to be on the road when the body clock is demanding sleep. That's why shiftworkers are six times more likely to die from driving tired. Media is booked to run in 'midnight to dawn' radio spots statewide between July and November 2008.

If you need to order any additional community materials for this campaign please contact Ben Chamberlain at [ben.chamberlain@dpc.wa.gov.au](mailto:ben.chamberlain@dpc.wa.gov.au) or on 9222 9068.



## The Insurance Commission of Western Australia Road Safety 2008 WA Forums and Awards

This is a one day forum and awards dinner to be held on Thursday 6 November 2008 at Burswood Entertainment Complex, Conference Centre, Perth, Western Australia.

Key Dates:

- Papers for the Forum are due by the 18<sup>th</sup> of July,
- Award Nominations close on the 31<sup>st</sup> of July
- Event Registration must be completed by the 1<sup>st</sup> of October.

For more information, please visit [www.waroadsafetyforum2008.com.au](http://www.waroadsafetyforum2008.com.au)

## WA's Road Safety Strategy, *Towards Zero: Getting there together 2008-2020* – Development Update

On behalf of all road users, the Road Safety Council is now in the final stages in the development of a 12 year strategy aimed at reducing death and injury on WA roads. Following extensive community consultation, we are on track to present the recommended draft strategy to Government in early August.