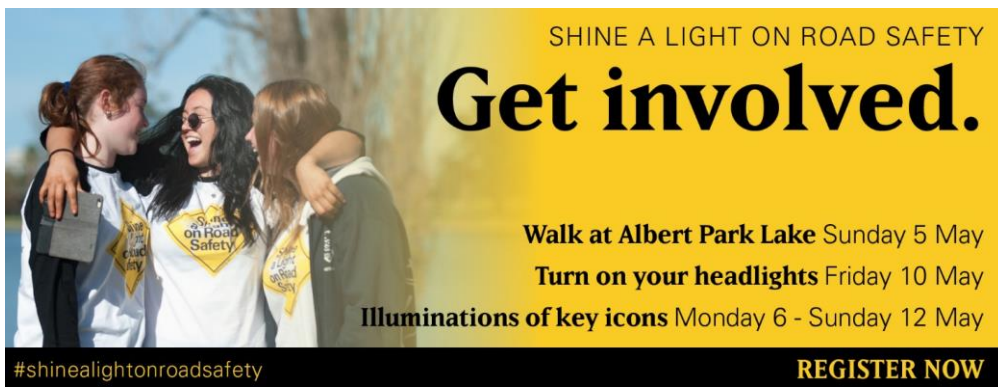


CAMPAIGN OVERVIEW

Campaign	Shine a Light on Road Safety
When	Sunday 5 May to Sunday 12 May 2019
Aims	To raise awareness, to stop deaths and injuries on our roads and to raise funds to support those impacted by road trauma.
Objectives	<p>Let people know about the support RTSSV provides.</p> <p>Help stop deaths and injuries by giving voice to those impacted by road trauma, raising awareness of the devastating cost of road trauma and bringing people together to show their personal commitment to reducing the road toll.</p> <p>Raise funds to support RTSSV's life-changing programs preventing road trauma and providing community support.</p>
Key campaign messages	<p>Road safety is everyone's responsibility</p> <p>Giving the community voice about road trauma</p> <p>Our counselling and support services are available free and unlimited to anyone impacted by road trauma.</p>
Key activities	<p>ILLUMINATIONS: Sunday 5 May to Sunday 12 May iconic landmarks and buildings will be illuminated in yellow for road safety</p> <p>COMMUNITY: Sunday 5 May community walk at Albert Park Lake, Melbourne.</p> <p>HEADLIGHTS: Friday 10 May 'Turn on your lights for road safety' headlight day with VMS messaging on all major Victorian roads</p> <p>ROAD SAFETY WISHES: During the campaign we'll be asking the community to share their road safety wishes on social media #shinealightonroadsafety</p>
Umbrella campaigns	<p>National Road Safety Week Theme is Lead the way: drive so others survive Monday 6 to Sunday 12 May</p> <p>Fifth United Nations Global Road Safety Week Theme is Leadership for road safety Monday 6 to Sunday 12 May</p>
Road safety partners	<p>TAC: Media and communications.</p> <p>Victoria Police: Assistant Commissioner Stephen Leane is the campaign ambassador. Media and communications.</p> <p>VicRoads: VMS and signage.</p>



CAMPAIGN OVERVIEW

2018 highlights

SPEAKING UP: RTSSV volunteer Kerry bravely shared her story at the campaign launch which televised on channels 2, 7, 9 and 10.

HEADLIGHTS: VicRoads, Citylink and EastLink included campaign messaging to “turn on your headlights for road safety” along major roads across the state.

COMMUNITY WALK: Assistant Commissioner Doug Fryer opened the walk and was joined by hundreds of Victorians, Minister Luke Donnellan and members of Victoria Police, the Transport Accident Commission, VicRoads, SES, MFB, Ambulance Victoria and the CFA

YELLOW ILLUMINATION: Bolte Bridge and Sound Tube, Transurban; Box Hill Town Hall, City of Whitehorse; M80 Ring Road and M2 Tullamarine Interchange Wall, VicRoads; Melbourne Star; Melbourne Town Hall, City of Melbourne; Royal Exhibition Buildings; Flytower, Frankston Arts Centre; South East Water Building, WatersEdge; Giant Koala – Dadswells Bridge; Warrnambool’s Silver Ball, Montgomery Motorsport; Donald Grain Corp

Road Trauma Support Services Victoria (RTSSV) is a not-for-profit organisation contributing to the safety and wellbeing of road users.

We provide counselling and support to people impacted by road trauma, and address attitudes and behaviours of road users through education.

We are committed to educating the community and raising public awareness about road trauma and how it affects people’s lives; we do this in part by sharing personal stories about road trauma.



CAMPAIGN CONTACTS

Fiona Elliott
Community Engagement and Partnerships Coordinator
Fiona.Elliott@rtssv.org.au | 0421 598 608

Bronwyn Saville
Marketing and Communications Coordinator
Bronwyn.Saville@rtssv.org.au | 0400 335 004