



SHINE A LIGHT ON ROAD SAFETY

Campaign highlights

STAYING CONNECTED

Every year since 2014 we have walked together to Shine a Light on Road Safety.

In 2020 we were not able to walk together due to COVID-19 restrictions. Instead we shared videos of support.

Our message was clear, be careful, think about others on our roads and make good choices. No one should have to go through the pain and grief and pain of road trauma.

rtssv.org.au | 1300 367 797

CAMPAIGN DELIVERABLES

3,500+

People
accessed
our support
this year

2M+

Reach
of our
stories this
year

7

Years
of Shine a Light
on Road Safety


OUR VOICES

We are committed to educating the community and raising public awareness about road trauma and how it affects people's lives.


Our volunteers bravely share their story to help raise awareness and improve road safety.

In 2020 stories were shared across social media.

In prior years the campaign has received TV coverage on 7, 9 and 10 News .



“Now more than ever it’s so important to reach out and stay connected and support each other. In amongst everything that is going on people are still being impacted by road trauma. Many lives have been lost and thousands of people have already been injured. We would like you to continue to work with us to raise awareness in the community.” Bernadette Nugent, CEO RTSSV

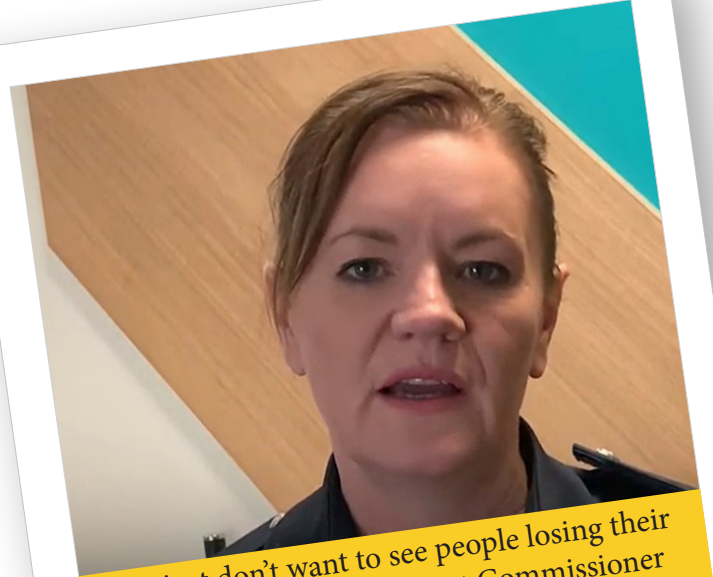


“Please just remember, for the sake of your friends and your loved ones, the importance of road safety.” Peta

WORKING TOGETHER

Nothing we do is done alone.

We want every Victorian know that there is support available if they need it and The Transport Accident Commission, Victoria Police, VicRoads and other community partners share our message to more than 2 million people each year.



“We just don’t want to see people losing their lives on our roads.” Assistant Commissioner Libby Murphy, Victoria Police



TURN ON YOUR HEADLIGHTS

Each year more than 2 million motorists see the message to turn on their headlights for road safety.

In 2020 the headlights campaign was rescheduled to November.

SEEING THINGS IN A DIFFERENT LIGHT

Every year iconic landmarks across Victoria light up in the first week of May for road safety.

In 2020 the illumination campaign was rescheduled to November.



CAMPAIGN DELIVERABLES

150+

RTSSV
volunteers

250k

Reach
via
corporate
involvement

2M+

Motorists
reached
by VMS



OUR VOLUNTEERS

Volunteers have always been core to RTSSV's work and more than 80 per cent of our staff are volunteers.

This campaign is only possible thanks to the tireless work of our volunteers doing everything from cooking sausages, helping in the office and sharing their story.

CORPORATE PARTNERS

Our corporate partners give time, money and expertise to bring the Shine a Light on Road Safety campaign to life. They help us reach new audiences and share the road safety message.

Since 2014 we have had the support of EastLink, AAMI, Civilex, Grainger Legal, Maurice Blackburn Lawyers, Henry Carus Lawyers, Narva, Shine Lawyers, Slater and Gordon Lawyers, Skills Training, Stillwell Motors, Transurban and Zapparas Lawyers.

2021 DATES

WALK: ALBERT PARK LAKE, SUNDAY 2 MAY

HEADLIGHTS: FRIDAY 21 MAY

ILLUMINATIONS: MONDAY 17 TO SUNDAY 23 MAY