

Media release

Tuesday, 23 April 2024

Glenorchy City Council Yellow Ribbon Partnership

- WHAT:** Glenorchy City Council will launch a new partnership with the Safer Australian Roads and Highways (SARAH) group, becoming a Yellow Ribbon Safety Council with the aim of keeping the community safe on its roads.
- WHO:** Acting Mayor Sue Hickey, Peter Frazer, President of SARAH Group
- WHEN:** Tuesday, 23 April 2024. Event to start at 10:00 am
- WHERE:** Glenorchy City Council lawns, 374 Main Road Glenorchy.
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New partnership highlights Council's commitment to road safety

Glenorchy City Council has announced a new partnership with the Safer Australian Roads and Highways (SARAH) group, becoming a Yellow Ribbon Safety Council with the aim of keeping the community safe on its roads.

The announcement comes in the lead up to National Road Safety Week 2024, running from May 5 – 12, during which time Council will have a concentrated focus on highlighting the importance of road safety in the local community.

Glenorchy Acting Mayor Sue Hickey said National Road Safety Week would be especially poignant for the community this year, following the tragic road crash outside Cosgrove High School earlier this month.

“This partnership is just one of the ways Council is demonstrating our support to those in our community affected by road tragedy,” Acting Mayor Hickey said.

“Council will become an advocate for SARAH’s harm elimination and minimisation strategy to Tasmanian road policy makers, working collaboratively with other Road Safety Councils to ensure a coordinated approach across municipal borders.

“As road users, we all need to take responsibility for road safety.

“In the past ten years, an average of 35 people a year have died on Tasmanian roads, and almost 280 people a year have been seriously injured.

“The toll this takes on our community is immeasurable. These deaths and injuries leave scars that we will be counting the cost of for many years to come.

“As a Yellow Ribbon Council, we will be lighting our Chambers in yellow for National Road Safety Week as well as placing yellow ribbons on all Council vehicles and promoting the wearing of yellow lapel ribbons to help raise awareness across the community.

“We are committed to educating and encouraging the community, helping to ensure everyone in our municipality can #GetHomeSafe to their loved ones, every day, with no exceptions.”

Peter Frazer OAM agreed and noted “SARAH is proud to partner with Council. They are not only committed to protect every member of Glenorchy City’s community, but everyone who uses Tasmania’s roads and highways. So, whether you are a driver, rider, cyclist or pedestrian, a school child or a senior citizen, Council’s focus is on putting your safety first.”

Background on SARAH: SARAH Group was established in 2012 by Peter Frazer, after his 23-year-old daughter Sarah was killed in a completely avoidable road crash. While its initial focus was to ensure our roads are built to standard, including access to safe emergency lanes, Peter is also the driving force behind Australia’s “Slow Down Move Over” laws that ensure drivers slow down and give those who are vulnerable, the space they need to be safe (ie. police, emergency services, roadside assistance and tow truck drivers).

An adviser to the United Nations Road Safety Collaboration and WHO keynote speaker, Peter is also responsible for the creation of Australia’s road safety symbol, the “Yellow Ribbon”, as well as the founder and force behind Australia’s National Road Safety Week.

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