

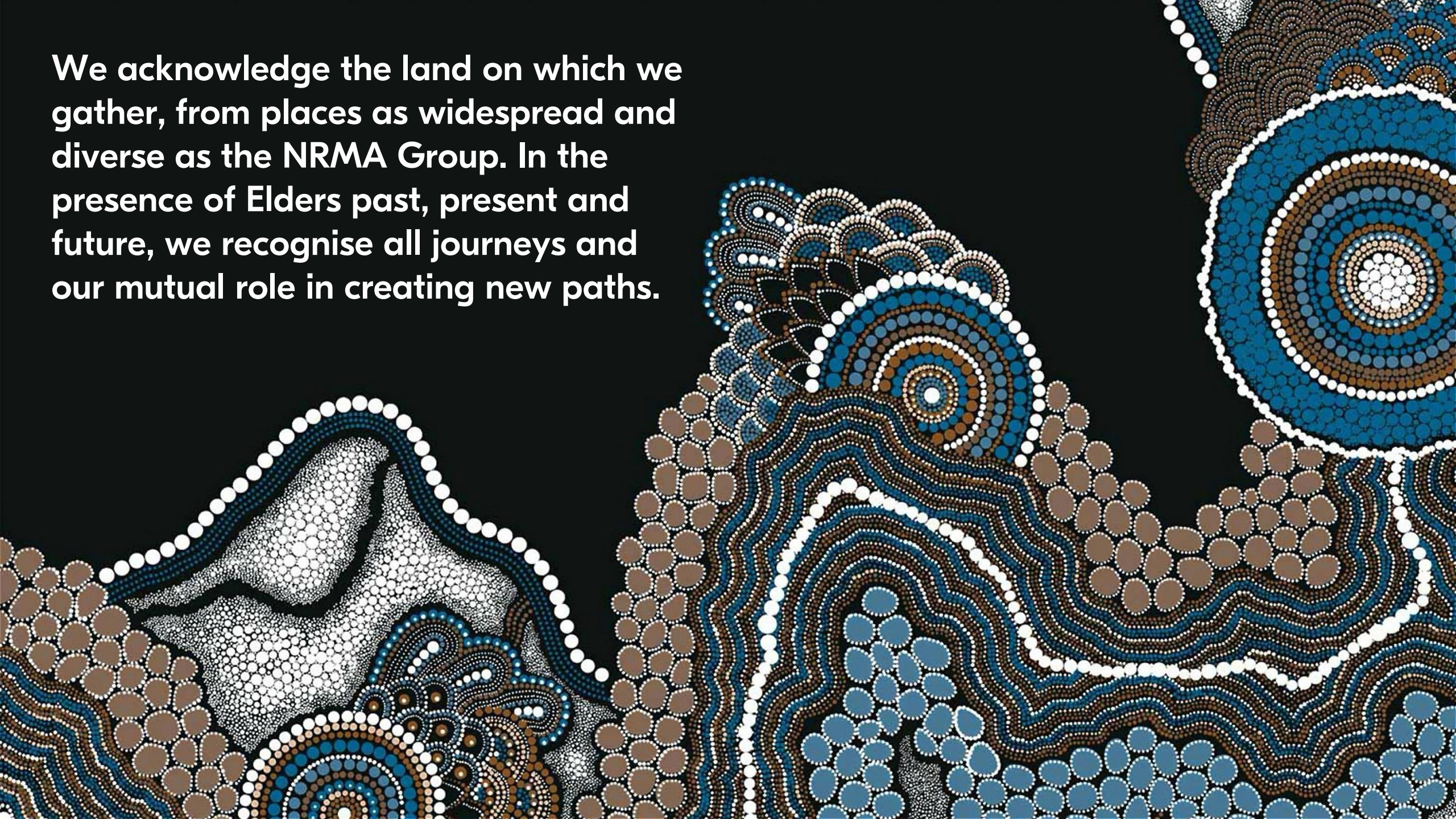


ROAD  
TRAVEL  
REWARDS

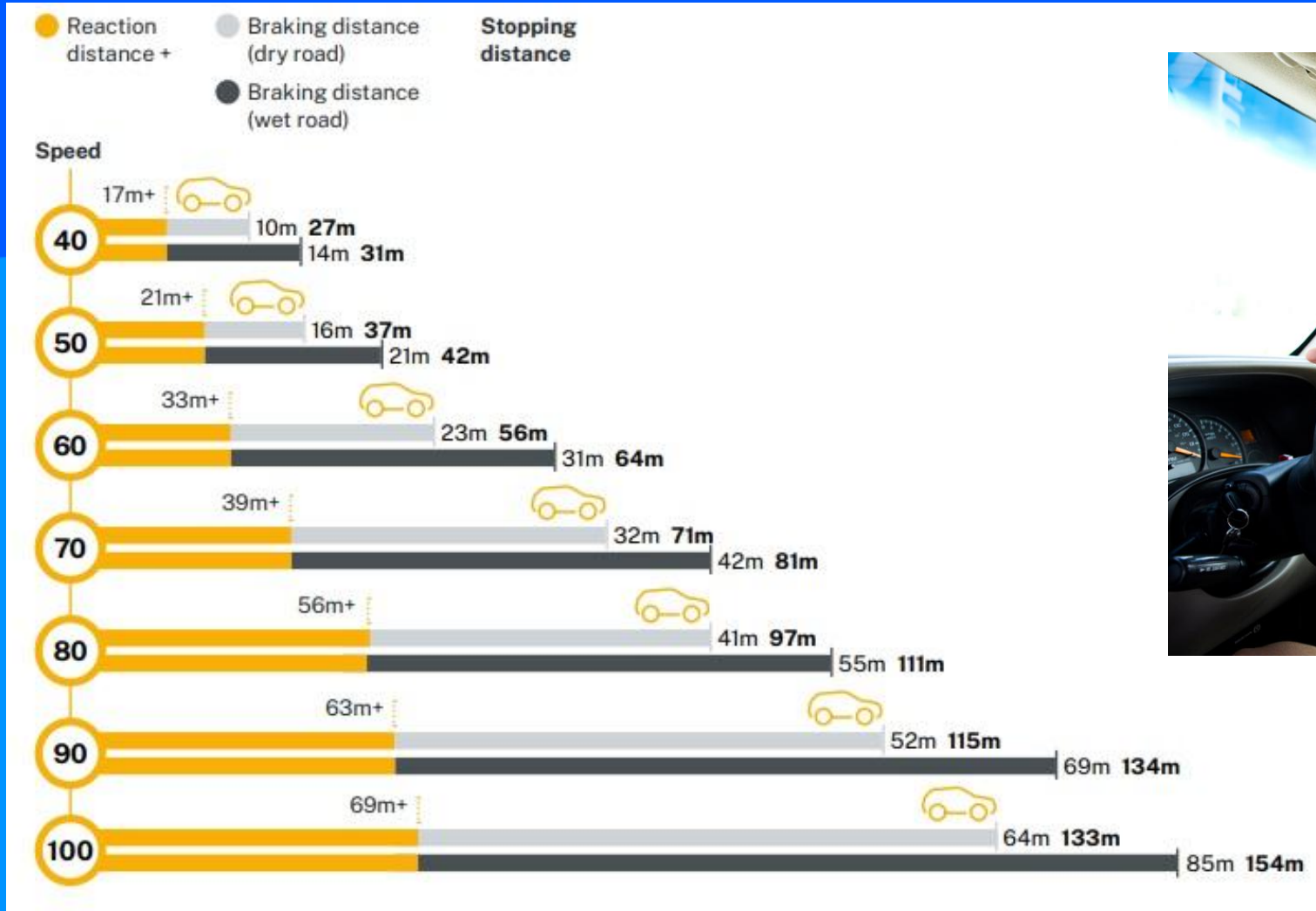
# Free movers – independent and resilient

Stage 4 Road Safety Education

We acknowledge the land on which we gather, from places as widespread and diverse as the NRMA Group. In the presence of Elders past, present and future, we recognise all journeys and our mutual role in creating new paths.



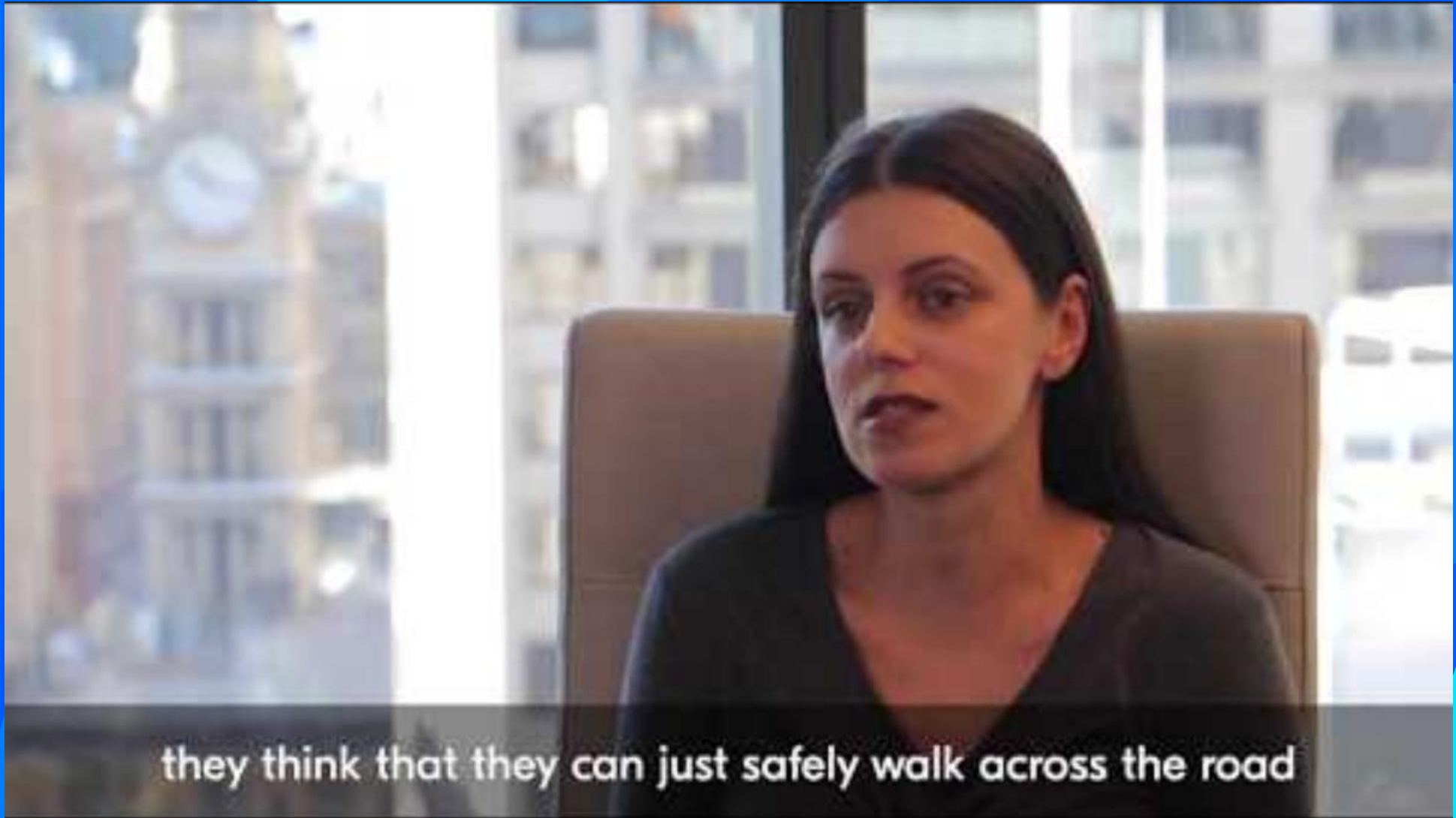
# Unit 2 – Distraction



# Distracted pedestrians

- Don't look for cars
- Ignore traffic signals
- Trip on paving
- Bump into others
- Don't notice the world

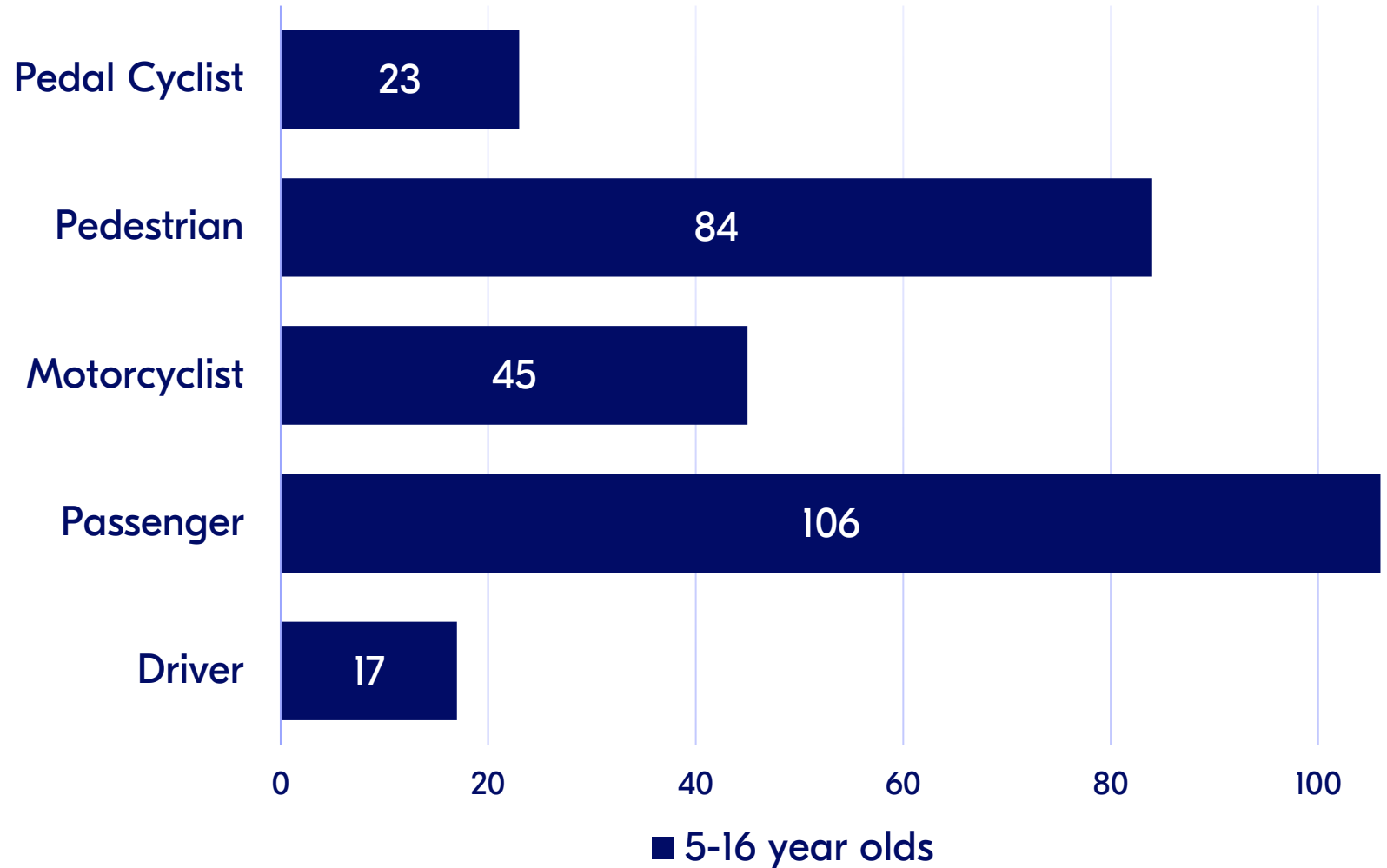




they think that they can just safely walk across the road

84 pedestrians aged 5-16 years old were killed or seriously injured in NSW in 2023.

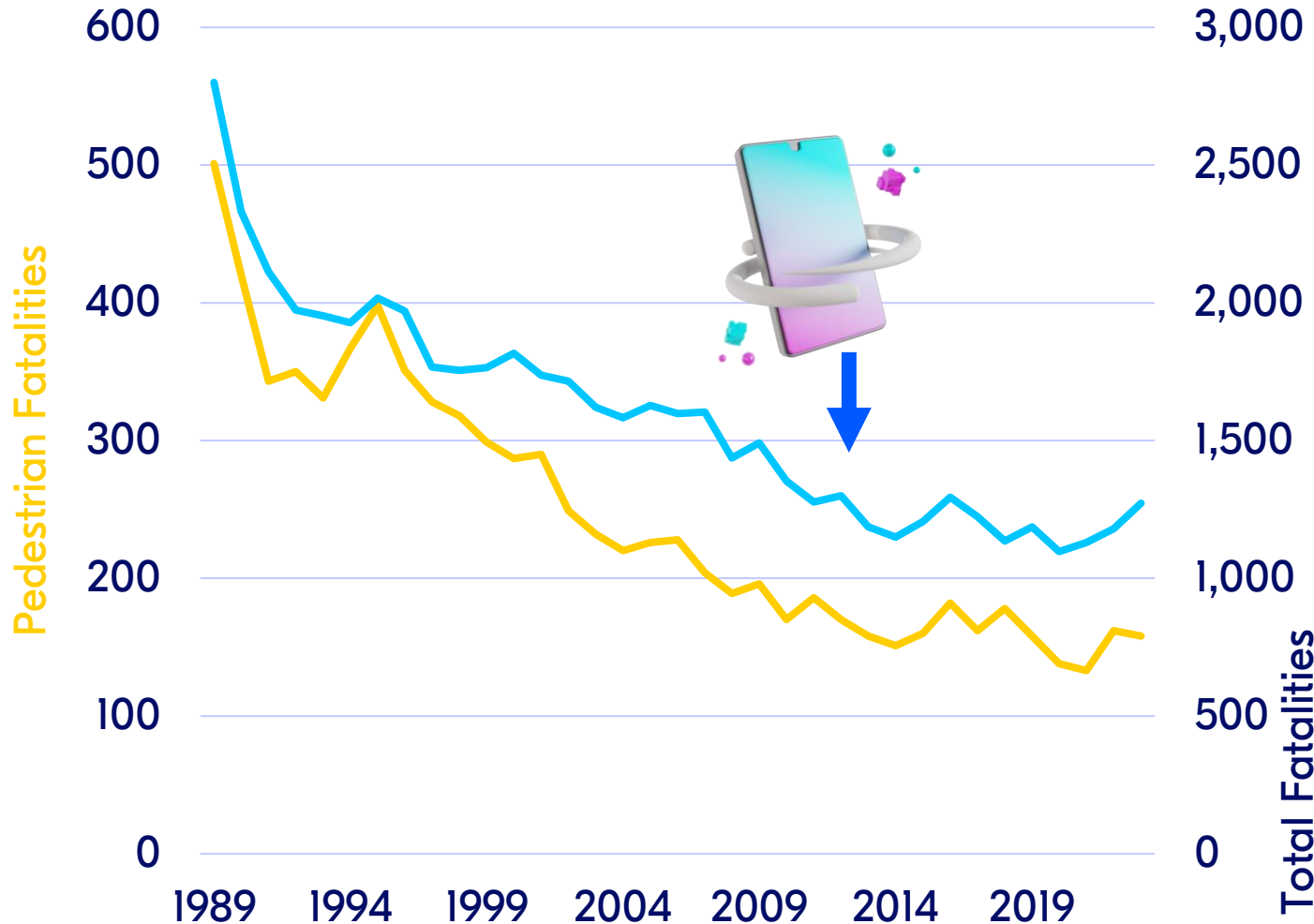
Source: Transport for NSW



# Vital statistics

Source: Australian Road Deaths Database (ARDD)

### Annual road fatalities in Australia



## Australia 2024

- 2,541 injured pedestrians hospitalised
- 175 pedestrians were killed in road crashes, representing 12% of all fatalities
- Injuries were up 8.9% from 2023 and deaths 11.5%

# DISTRACTED...?



**WATCH OUT**  
**CARS ABOUT**

- ✓ **Head up. Phone down**
- ✓ **Don't walk and text**
- ✓ **One headphone only**
- ✓ **If you do need to text, stop, move aside, then text**

DISTRACTED...? pedestrian safety campaign was a 2016 joint initiative of ten Northern Sydney Councils, in conjunction with RMS

# On paper

## Discuss

Your phone use habits while walking or riding and consider the risks you may be exposed to.

## Do

Create a public safety message or meme targeting distracted travel. Use injury stats to back up your message.

## Challenge

Try a “phone-free travel day” and reflect on differences in your awareness and safety.