



South Australia Police Road Safety Centre

1 July 2025 – 30 June 2026

THINK!

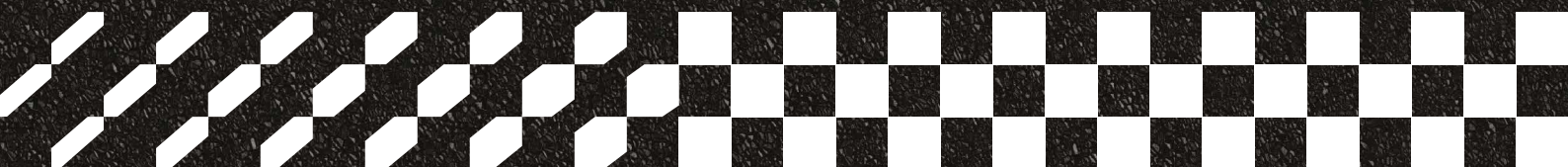
**ROAD
SAFETY**



SOUTH AUSTRALIA POLICE
SAFER COMMUNITIES



**Government
of South Australia**



SAPOL ROAD SAFETY CENTRE

The South Australia Police (SAPOL) Road Safety Centre is a leader in road safety education, dedicated to reducing the frequency and severity of road trauma across South Australia. Through innovative, evidence-based programs and lifelong learning opportunities, we empower road users of all ages to make safer choices and contribute to a stronger road safety culture.

Our Centre enhances the awareness, knowledge and skills of road users throughout every stage of life, while providing expert advice and leadership on road safety matters across the state. A key focus of its education programs is addressing the **Fatal Five** causes of road trauma – speeding, distraction, not wearing a seatbelt, driving under the influence, and dangerous road user behaviours.

We deliver engaging educational programs and initiatives to:

- Students, teachers and parents.
- Businesses, organisations and community groups.
- Road users of all ages across metropolitan and regional South Australia.

In supporting SAPOL and South Australian Government road safety objectives, we:

- Deliver road safety education sessions and presentations.
- Participate in road safety displays, community events and public engagement activities.
- Narrate mock crash demonstrations to highlight the consequences of risky road use.
- Manage and support SAPOL Road Safety Ambassador, Abigail Anderson.
- Develop road safety content in partnership with road safety advocates and community stakeholders.
- Maintain a strong digital presence through online and social media engagement.
- Provide a road safety-focused diversion option for young offenders participating in formal cautions and family conferences.
- Assess medical referrals relating to a person's fitness to drive.
- Respond to road safety enquiries from internal and external stakeholders.
- Build and maintains strategic partnerships across government, industry and the community.
- Support Traffic Services Branch operations and key road safety initiatives.
- Deliver meaningful road safety contacts and community engagement opportunities.
- Assist Cadets and Probationary Constables in developing community engagement skills through the Constable Development Program.
- Support and participate in the SAPOL Volunteer Program, including the use of volunteers and advocates in delivering Road Safety Centre programs.
- Contribute to the implementation of the **SAPOL Road Safety Action Plan 2023–2026**.

Through education, engagement and collaboration, the SAPOL Road Safety Centre continues to play a vital role in influencing safer behaviours, strengthening community partnerships and helping create safer roads for all South Australians.



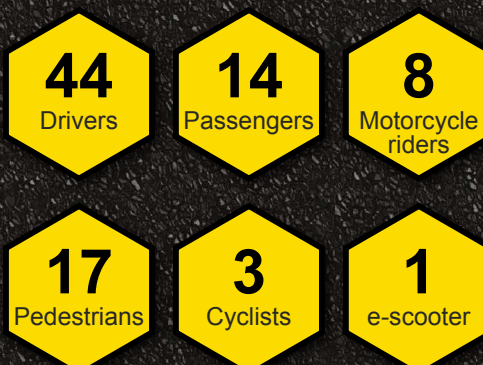
WHY WE DO WHAT WE DO

While road trauma across South Australia has declined, every life lost and serious injury serves as a reminder that ongoing road safety initiatives are needed.

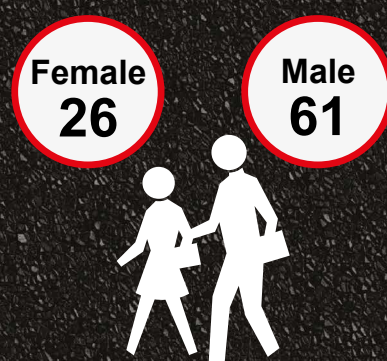
IN 2025



The breakdown of fatalities



Fatalities by gender



Fatalities attributed to the Fatal Five



Tested positive for alcohol and drugs in their system while driving:

4,512 for alcohol

5,796 for drugs



During 2025-26 the Road Safety Section delivered

1,244

road safety sessions,
displays and events

to an audience of

94,376

Student sessions

1,000 total



57,505 participants

Metro **727**
Regional **273**



**Business and
community sessions**

174 total



9,923 participants

Metro **147**
Regional **27**



76 displays
and events

26,948 displays and
event participants

Metro **60** | Regional **16**

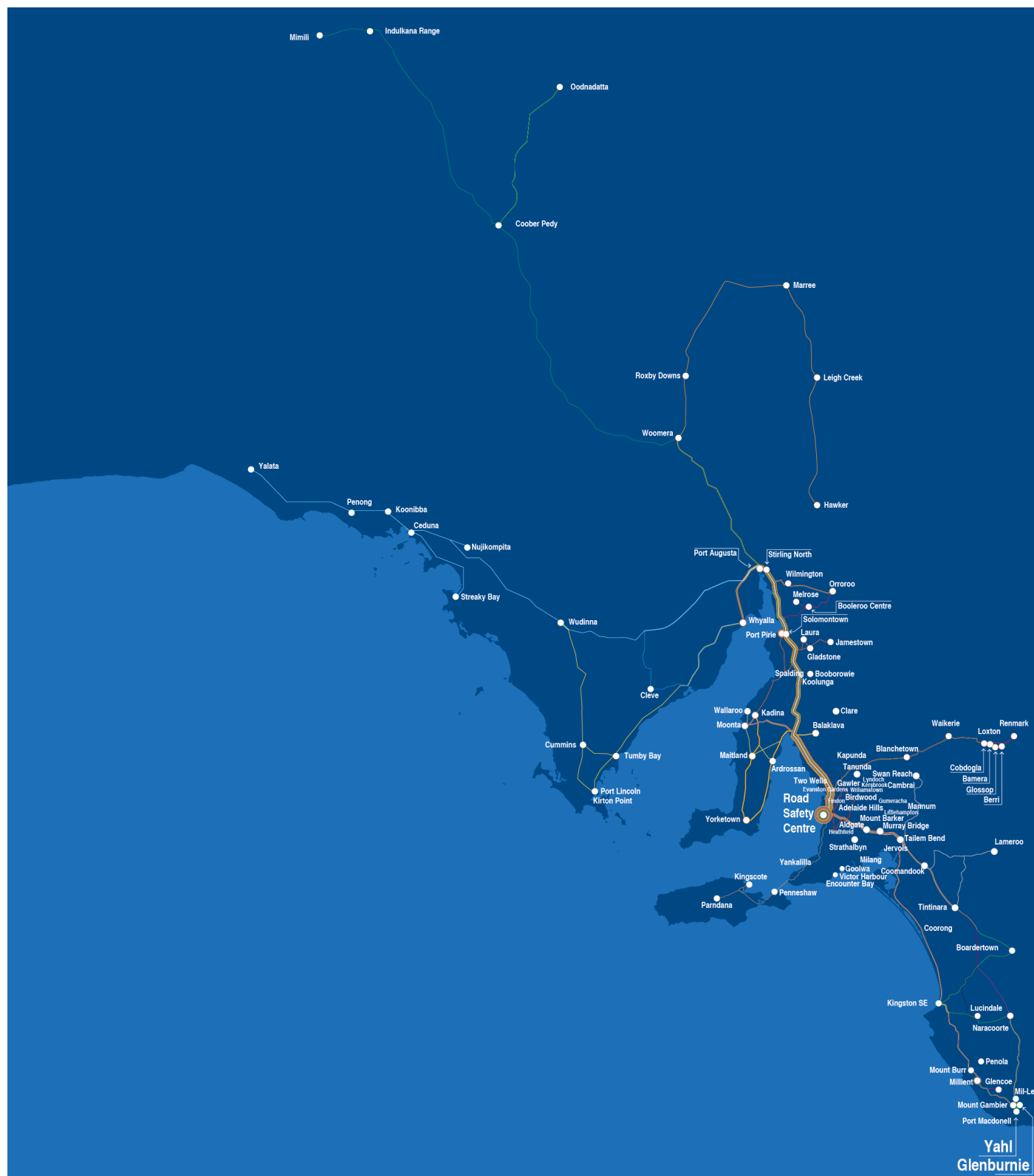


72

young offender
sessions

Throughout 2025–26, we engaged with communities across South Australia by delivering road safety sessions and attending a range of displays and events. Several of the locations below were visited on more than one occasion during the 12-month period. Some of the highlights have included:

- Tour Down Under 2026
- Multicultural Cup 2025
- Santos Aboriginal Power Cup 2025
- Royal Adelaide Show 2025
- Coffee With a Cop Events across the State





OUR ROAD SAFETY CENTRE

The SAPOL Road Safety Centre delivers a range of vital road safety education programs from its purpose-built facility at West Beach. The Centre supports lifelong learning by providing engaging and interactive road safety experiences for people of all ages, from young children through to older road users, helping them develop the knowledge and skills needed to stay safe on South Australian roads.

Designed as a state-of-the-art education facility, the Road Safety Centre provides free road safety education in a safe, interactive and enjoyable environment. A key feature of the Centre is the mock roadway, which gives participants the opportunity to learn, and practise essential road safety principles - either with their families and carers or through sessions led by SAPOL's road safety educators.

Located within the West Beach Parks precinct, the Centre features:

- A mock roadway incorporating an intersection with traffic lights, pedestrian crossings, a roundabout and road signs.
- An interactive foyer and flexible training space.
- Driving and motorcycle simulators that demonstrate the dangers of speeding and driver distraction.
- A virtual reality experience that provides insight into the potential consequences of being involved in a metro or regional crash.
- A reaction wall that highlights how distractions can affect reaction times.
- An interactive touch table featuring road safety quizzes.
- A crash motorcycle mannequin and MotoCAP testing display that demonstrates the serious injuries that can result from not wearing appropriate safety equipment.
- A motorcycle that was involved in a fatal crash that killed Nathan Anderson in 2024.

Through these innovative learning experiences, the Road Safety Centre continues to educate and empower road users of all ages to make safer choices and contribute to reducing road trauma across South Australia.

OUR ROAD SAFETY EDUCATORS

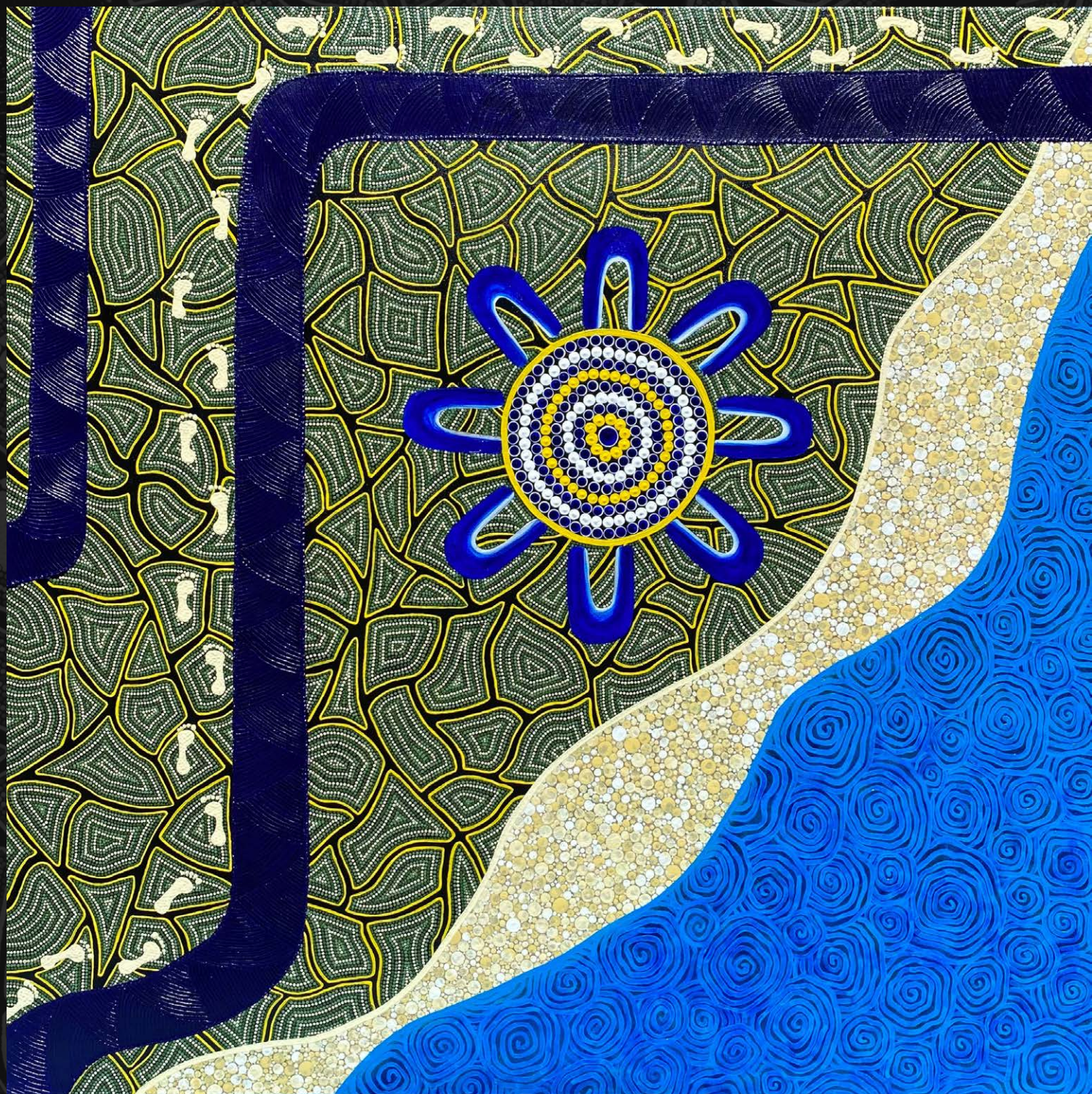
The success of our Centre is driven by a dedicated team of passionate and highly skilled road safety professionals. Our team consists of seven trained Road Safety Educators committed to delivering engaging, evidence-based road safety education across South Australia.

Drawing on their policing experience and road safety expertise, our educators work with people of all ages and backgrounds, delivering programs that promote safer road user behaviours and increase awareness of the Fatal Five causes of road trauma. Whether presenting to school students, community groups, businesses, young drivers or older road users, our team strives to provide meaningful learning experiences that encourage positive behaviour change.

Our Road Safety Educators are regularly involved in community events, road safety displays, school visits, mock crash presentations and programs delivered at the SAPOL Road Safety Centre. Their ability to connect with audiences through interactive and practical education ensures that important road safety messages are delivered in a way that is both memorable and impactful.

Through their professionalism, enthusiasm and commitment to community engagement, our Road Safety Educators play a vital role in supporting SAPOL's vision of reducing road trauma and creating safer roads for all South Australians.





Artwork by Kurna and Narungga artist Keita Nam

LAUNCH OF OUR FIRST NATIONS ARTWORK PIECE – A SAFER COMMUNITY

In March 2026, the Road Safety Centre proudly unveiled a new First Nations artwork titled *A Safer Community*, created by talented Kurna and Narungga artist Keita Nam. This artwork is more than something to admire, it's something to learn from, reflect on, and carry forward in the way we think about road safety, connection, and responsibility.

Road safety is, at its heart, about people. It's about families, communities, and the shared hope that everyone makes it home safely. That's exactly what this artwork represents: a safer community built on care, respect, and awareness of one another.

First Nations art has always told powerful stories, stories of land, movement, connection, and responsibility. In *A Safer Community*, these stories intersect beautifully with the message of road safety. The artwork reminds us that every journey we take is part of something bigger, stretching across generations and across Country.

Keita's artwork invites us to see our roads not just as routes from one place to another, but as shared spaces where our choices matter. Where patience, respect, and awareness can be the difference between harm and safety, and ultimately, between loss and life.

The artwork also reflects the importance of inclusion and cultural respect in everything we do. By embracing First Nations perspectives, we strengthen our understanding of community, not just as individuals, but as people connected to each other and to the land we travel on.

Our Road Safety Centre at West Beach has a strong and tangible connection to the land and to Country. The coastal setting, open spaces, sense of movement, and flow, echo the themes captured in the artwork. It's a place where learning and reflection can happen in an environment that reminds us of our responsibility, not only to each other, but also to the land we move across every day.

To watch the artwork, launch view here: <https://www.youtube.com/watch?v=yU28E0CfD4U>



Senior Sergeant First Class Susan O'Connor with Kurna and Narungga artist Keita Nam.

A SHOWCASE OF OUR 2025-26 INITIATIVES



SA POLICE, ROAD SAFETY CENTRE, SAFER JOURNEYS REGIONAL ROAD SAFETY EVENT – LIMESTONE COAST REGION

In March 2026, the Road Safety Centre proudly delivered the Safer Journeys Regional Road Safety Event in the Mount Gambier region at the Wulanda Recreation and Convention Centre, reinforcing SAPOL's commitment to providing meaningful and impactful road safety education to young people in regional South Australia. This event was supported by Limestone Coast Region Crime Prevention Section and State Traffic Enforcement Unit.

The event brought together senior secondary students from across the Limestone Coast, for an immersive and powerful road safety experience aimed at reducing road trauma and encouraging safer decision-making on our roads. A key feature of the day was a realistic mock crash demonstration, which highlighted the devastating consequences of high-risk driving behaviours and their impact on individuals, families and communities.

Students also participated in a series of interactive road safety education sessions delivered by SAPOL Road Safety Educators and guest presenters. Road safety advocates Lily Mathews, Holly Scott, Abigail Anderson and Michael Holbrook shared their deeply personal experiences of road trauma, providing powerful insights into the lifelong effects that can result from a single poor decision behind the wheel.

Through compelling personal stories, practical road safety messages and engaging discussions, students were encouraged to reflect on their own behaviours and understand the critical role they play in keeping themselves and others safe on the road. The event served as a memorable reminder that every choice on the road matters, and that preventing road trauma is a shared responsibility.

To hear the impact of this event, view here:
<https://www.youtube.com/watch?v=OITAHASeBzA>



RIDE SMART: ESSENTIAL E-BIKE SAFETY ADVICE FOR PARENTS AND YOUNG RIDERS ROAD SAFETY SESSION

In May 2026, our SAPOL Road Safety Centre, in conjunction with the State Traffic Enforcement Unit, launched Ride Smart: Essential E-Bike Safety Advice. The new road safety education session has been designed to help parents, carers and young riders better understand e-bike laws, rider responsibilities and safe riding practices.

As the popularity of e-bikes and e-scooters continues to grow, so does the need for accurate information about what is legal, what is safe, and how to make informed decisions before purchasing or riding these devices. This engaging and interactive session provides practical, easy-to-understand advice to help keep riders safe and compliant on South Australian roads and paths.

The session encourages meaningful discussion about the benefits and risks associated with e-bikes, while promoting safe and responsible riding behaviours.

Participants gain valuable information on:

- Understanding what makes an e-bike legal, or illegal.
- South Australian legislative requirements for e-bike riders.
- Safe riding practices and common risk factors.
- The latest e-scooter laws and regulations in South Australia.
- Tips for parents and carers when purchasing an e-bike for a young rider.

Through education and awareness, Ride Smart empowers riders and families to make safer choices, helping to create a safer environment for everyone who uses South Australia's roads, paths and shared spaces.



A SHOWCASE OF OUR 2025-26 INITIATIVES



LITTLE LIVES, BIG RESPONSIBILITIES – CHILD ROAD SAFETY FOR PARENTS AND CARERS

In May 2026, our Road Safety Centre launched Little Lives, Big Responsibilities – Child Road Safety for Parents and Carers, a new education program designed to provide parents, grandparents, carers and families with the knowledge and confidence to keep children safe on, and around South Australian roads.

This practical, and engaging session, focuses on the everyday road safety situations faced by children and the important role adults play in protecting them. Participants receive up-to-date information, practical advice and real-world strategies to help reduce the risk of injury and promote safer behaviours from an early age.

The session explores key child road safety topics, including:

- The correct use of child restraints, booster seats and seatbelts.
- Pedestrian safety, including safe crossing behaviours and awareness of common road risks.

- The dangers associated with driveways and reversing vehicles.
- Safe cycling and scooter riding practices, including helmet requirements and relevant road rules.

A powerful feature of the program is the inclusion of personal stories and expert advice from guest presenters. Road Safety Advocate Lyndal Redman shared the emotional story of her four-year-old son, Lincoln, who was struck by a van, highlighting how the choice to wear a correctly fitted bicycle helmet ultimately saved his life. Participants also benefited from the extensive expertise of Tony Morten from Kidsafe SA, who provided valuable information on child restraints and best-practice child passenger safety.

Through education, lived experience and practical guidance, Little Lives, Big Responsibilities empowers families to make informed decisions that help protect children and build safer communities for future generations.

ADELAIDE CAREERS AND EMPLOYMENT EXPO

In May 2026, the SAPOL Road Safety Centre once again participated in the Careers and Employment Expo at the Adelaide Showgrounds, with SAPOL's Talent Acquisition, providing a unique opportunity to engage with thousands of young people preparing to enter the workforce and begin their driving journey.

The Road Safety Centre's interactive display attracted significant interest, featuring both the Driving Simulator and the immersive Virtual Reality Fatal Five Experience. These innovative, educational tools allowed participants to experience realistic driving scenarios and gain a deeper understanding of the consequences of unsafe road user behaviours.

The Virtual Reality experience provided a powerful insight into the aftermath of a serious crash, taking participants through a simulated collision, vehicle

entrapment, emergency services response, extraction and transportation to hospital. Combined with the Driving Simulator, the experience highlighted the importance of making safe choices behind the wheel and demonstrated how factors such as distraction, speeding and risk-taking can have life-changing consequences.

Through these engaging and memorable experiences, our educators were able to connect with current and future drivers, reinforcing key road safety messages and encouraging young people to adopt safe driving habits from the very beginning of their driving careers. The Expo continues to be a valuable platform for promoting road safety awareness and supporting SAPOL's commitment to reducing road trauma across South Australia.



MEET OUR NEW ROAD SAFETY AMBASSADOR

We're excited to announce Ms Abigail Anderson as SAPOL's Road Safety Ambassador. Abigail will work closely with our Road Safety Section to share her powerful story, with a special focus on secondary students and motorcycle riders. Her message is clear: road trauma changes lives forever.

Abigail takes every opportunity to talk about her younger brother Nathan, tragically killed in a motorcycle crash in October 2024.

With so much of his future ahead of him, Abigail shares Nathan's story to highlight the importance of motorcycle awareness and the impact choices made on the road have on all users.

Abigail's courage and determination is inspiring, and she hopes her story will resonate with young drivers and encourage safer choices behind the wheel and whilst riding motorcycles.



OUR NEW ROAD SAFETY ADVOCATES

We are proud of the work we do to deliver meaningful road safety education across the State. Our programs are enhanced by our road safety advocates. These advocates attend sessions with us across the State and share their important road trauma stories. In 2025-26 we welcomed the following advocates to our program:

Our road safety advocates include:

Stuart and Andrea Anderson - Pride and Joy

Nathan Anderson was tragically killed in a motorcycle crash on 10 October 2024. At almost 20 years of age, Nathan was travelling his normal route home from motor-trade-school, excited after meeting a new friend who shared his same passion for bikes. He'd only had his learner motorbike licence for four weeks but knew the familiar expressway from driving it often in his car. A simple lack of judgment and mis-navigation caused Nathan and his bike to collide with a guardrail, and the impact sadly took his life. With so much of his future to come, his parents tell Nathan's story, alongside his still-standing bike at the SA Police Road Safety Centre, to educate the importance of motorcycle awareness, and the impact choices on the road have for all users.

Georgina Coventry - Tomorrow is Not a Given

In the early hours of Saturday 8 March 2023, Georgina was the passenger of a vehicle and had not put her seatbelt on. The driver lost control of the vehicle and hit a stobie pole at Christies Beach. Georgina sustained serious injuries. She was placed into an induced coma and was in surgery for 14 hours where they fixed her spinal fractures with hardware. The left side of her face underwent reconstruction, and her left eye was repositioned. Georgina's injuries included: fractures of C1 to C2 and C5 to C7 vertebrae, fractures of T1 all the way to T8, burst/comminution and displaced fractures of T6, T7 and T8 region, traumatic brain injury (left frontal lobe was exposed), punctured lung, 2 broken ribs, left facial/scalp degloving (shattered left side of face/cheekbone and jaw joint), grade 2 liver laceration. She is now permanently blind in her left eye. Georgina's story is a reminder that tomorrow is not a given.

OUR NEW ROAD SAFETY ADVOCATES

Lily Mathews

- You Are Lucky Until You Are Not

Lily Mathews life changed forever when her father was killed in a car crash after getting behind the wheel after drinking. Troy Mathews was just 41 years old when he became the 46th person to die on South Australian roads in 2022, leaving his young daughter Lily behind. Now 18, Lily graduated Year 12 at Naracoorte High School in 2025. She is currently working as a cook at a Cafe in Robe, whilst studying Secondary Education through Charles Darwin University. Lily is determined to use her story to lay bare the very real and lifelong consequences of drink driving. Her hope is that by sharing her story, students will understand that in life, some people are lucky until they are not.

Lyndal Redman and Lincoln Smith – A Little Legend

In November 2024 little Lincoln Smith's life was saved by a helmet. The then four-year-old was hit by a van with the driver seemingly unable to see him riding past. After being rescued from under a front tyre, Lincoln was taken to hospital where he was treated for serious injuries. His mother Lyndal and Lincoln share the events of that day, and the shock and pain the whole family endured from the crash.

Eleni Shanahan – Out of Control

Out of Control is a powerful road safety video centred on a preventable crash caused by a speeding driver who ran a red light on ANZAC Day in 2020.

The crash claimed the lives of Joanne Shanahan and Tania McNeill.

In the video, Joanne's daughter, Eleni Shanahan, shares the heartbreaking story of losing her mother, while Tania's husband, Cary McNeill, reflects on the devastating loss of the love of his life.

As part of her Road Safety Advocate presentations, Eleni reflects on her personal experiences and talks about the lifelong impact of road trauma on families, friends and communities.

Drawing on her own experience, she reminds audiences that a single reckless decision behind the wheel can have devastating and lifelong consequences.

Through her powerful story, Eleni delivers a compelling message about personal responsibility and the importance of making safe choices on our roads.

Our new advocates join our existing pool of road trauma advocates:

- Sandy Wingrove
- Kat Brown
- Katelin Gunn
- Michael and Glynis Holbrook
- Annette Flottman
- John Hong
- Cathie Diprose



OUR NEW TECH

Motorcycle Simulator

The Road Safety Centre's motorcycle simulator has recently undergone a significant upgrade, transforming it from a MotoGP training platform into a realistic on-road riding experience featuring the iconic Chain of Ponds route.

This enhanced simulator provides riders with a highly immersive and interactive learning experience, allowing them to navigate real-world road environments while gaining a greater understanding of the unique risks faced by motorcyclists. The realistic graphics and full-motion technology create an authentic riding experience, exposing participants to common hazards

such as unexpected obstacles, changing road conditions and inattentive drivers. By placing riders in realistic scenarios, it helps develop hazard perception, decision-making skills and risk awareness, ultimately promoting safer riding behaviours and reducing the likelihood of a crash.

As one of the Road Safety Centre's most popular interactive education tools, the upgraded simulator provides a powerful and engaging way to educate both current and aspiring riders about motorcycle safety.



Interactive Touch Table

The Road Safety Centre's Interactive Touch Table continues to be a popular engagement tool, providing participants with hands-on learning experiences that reinforce key road safety concepts in a fun and interactive environment.

Two exciting programs are currently available during Road Safety Centre sessions:



Beat Your Mates: Road Safety Decathlon

Beat Your Mates is a fast-paced, multiplayer challenge that combines road safety education with friendly competition. Participants test their knowledge, hazard perception and reaction skills through ten short interactive activities, encouraging teamwork, engagement and learning.

Activities include:

- Road Rules Quickfire
- Distraction and Hazard Spotting
- Reaction Time Test
- Hungry-Hungry Hazards

Designed to be both fun and educational, the game helps participants build their understanding of safe road user behaviours while competing for the highest score.

Ride Ready

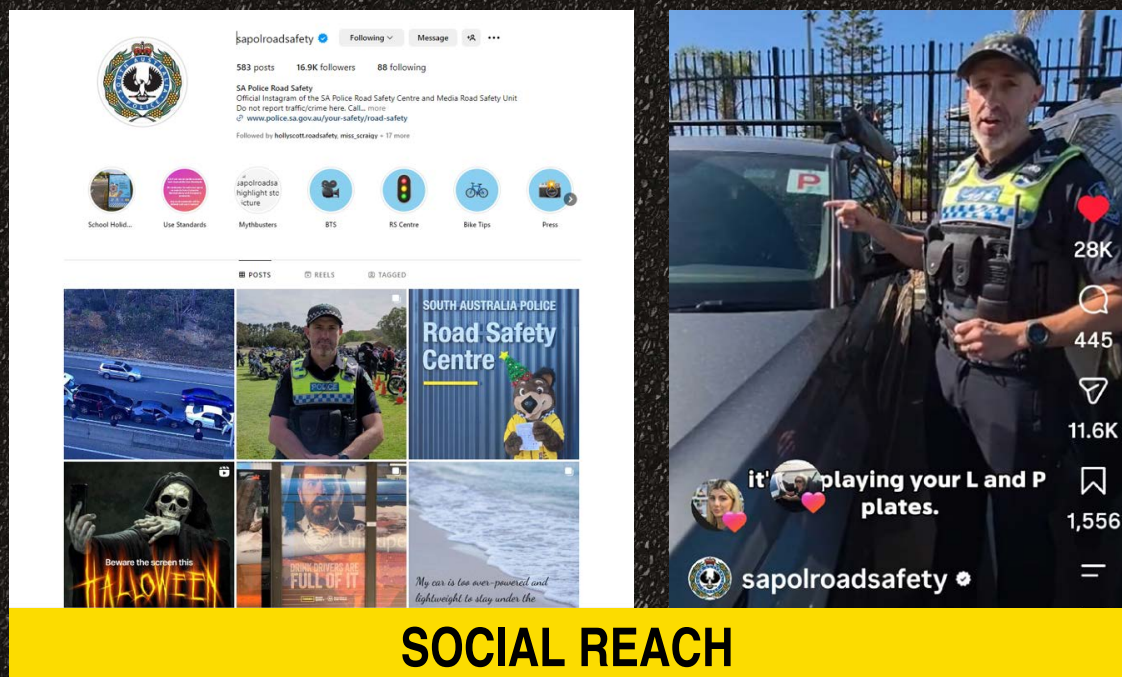
Ride Ready is an interactive motorcycle safety activity that places participants in the role of a rider preparing for a journey. Through a series of decision-making tasks, users learn about the importance of planning, preparation and safe riding practices.

Activities include:

- Selecting Appropriate Protective Gear
- Conducting a Motorcycle Safety Check
- Choosing Safe Lane Positioning
- Assessing When Filtering Can Be Done Safely

The activity reinforces critical motorcycle safety messages and encourages riders to develop habits that reduce risk and improve safety on the road.

Together, these interactive programs provide an engaging and memorable way for participants to develop road safety knowledge, improve decision-making skills and gain a greater understanding of the responsibilities of all road users.



SOCIAL REACH

The @sapolroadsafety Instagram account is a key road safety communication platform managed collaboratively by the SAPOL Road Safety Centre and SAPOL Media Unit. The account delivers timely, relevant and engaging road safety messages to a broad audience, using social media to educate, inform and encourage safer behaviours on South Australian roads.

With more than 54,000 followers, the page continues to grow as a trusted source of road safety information. Content includes road rule explanations, safety campaigns, educational videos, event promotion, road safety tips and interactive posts designed to increase community awareness and understanding.

Popular initiatives such as the 'Do's and Don'ts' video series provide practical guidance on common road safety issues while encouraging community engagement through questions, comments and discussion. This direct interaction allows road users to seek clarification on road rules and helps SAPOL address emerging road safety concerns in an accessible and relatable way.

Through innovative and engaging content, @sapolroadsafety supports SAPOL's commitment to reducing road trauma by promoting safer choices and fostering a stronger road safety culture across South Australia.



www.police.sa.gov.au/roadsafety

@sapolroadsafety





WRAP UP

As we look ahead to 2026–27, the Road Safety Centre is poised for another exciting year of growth, innovation and community engagement. Building on the success of our lifelong road safety education model, we are developing a range of new programs and initiatives designed to reach more South Australians and create even greater opportunities for learning.

Through expanding partnerships, embracing new technologies and delivering engaging educational experiences, we will continue to empower people of all ages to make safer choices on our roads. We are excited about the opportunities that lie ahead and remain committed to inspiring positive behavioural change, strengthening community connections and helping create a safer future for all South Australians.

By investing in education, we are helping shape a safer future for all road users. Throughout 2026–27, the Road Safety Centre will continue its important work, strengthening community awareness and contributing to the reduction of road trauma across South Australia.

PARTNERS

During 2025-26 the Road Safety Centre has worked with the following partners to deliver road safety education across the state:

- Prevent Alcohol and Risk-related Trauma in Youth Program (P.A.R.T.Y. Program)
- THINK! Road Safety Partnership Team, Department for Infrastructure and Transport
- Road Trauma Support Team of South Australia
- On The Right Track
- West Beach Parks
- Santos Aboriginal Power Cup – Port Adelaide Football Club
- Power Community Limited – Port Adelaide Football Club
- Kidsafe South Australia
- Tauondi Aboriginal College
- RAA Street Smart High
- Lifeblood, Australian Red Cross
- Australian Road Safety Foundation
- MotoCAP
- Kids and Traffic New South Wales

