



Talkin' Road Safety

BUSINESS and COMMUNITY EDITION



It's CHRISTMAS—can't you give me a break?

We are moving into what is commonly called the silly season, we overeat, we indulge in the all those things which make Christmas special and generally look to have a good time. Most Christmases I remember as having to work, when ordinary people are on holidays or at least on days off between Christmas Day and New Year's Eve. Most police will have stories of these holidays and what reminds them of Christmas – might I add some memories are not always about hearty celebrations.

The first memory which comes to my mind is one when I was posted to Whyalla and what occurred one Christmas Eve. We were working afternoon shift and so with Christmas parties, bustling shopping centres and traffic we were busy. As we drove out of the back of the police station we received a call for a code '201A' – a road crash where someone had been injured. We made our way to one of the large roundabouts near the Westland's Shopping Centre and as we approached I could see a crowd of people milling around a small boy who was lying on the ground. There was a utility stopped on the roundabout with tyre marks leading to the rear of the vehicle. This vehicle was stopped just past where the boy was lying. An ambulance turned up about the same time as we arrived and went straight to the boy.

I stepped out of the patrol car and walked towards the scene. I could see a distraught woman with three other children near the boy and the ambulance officers bending over treating the boy. We started to piece together what had happened.

The woman and the three children had left home and were walking to the shopping centre. They had started to cross the roundabout and suddenly from behind them, a utility mounted the roundabout and swerved to miss the group. Unfortunately the utility hit the last child in the group slamming him to the ground. The driver stopped, stepped out of his vehicle and approached the group. It was at this point that someone had run to the Westlands Shopping Centre to ring for an ambulance and the police.

The injured boy and the mother were conveyed to the hospital with the other children conveyed home by a neighbour. We were left at the crash scene with the driver. He sat in the back of the patrol car with me and we started to talk about the crash. He was an upstanding member of the community, a local businessman who ran one of the local car maintenance shops in the town. Just an ordinary 'Aussie bloke'. One of the first things he said to me was, "Its Christmas can't you give me a break? I'm just going home after Christmas drinks and I didn't mean it – it was just an accident. I did stop." He was obviously thinking seriously about the predicament he now found himself in.

We finished investigating the crash and the driver was breathalysed giving a result of 0.21 which meant that he received a serious penalty and lengthy disqualification period. The injured boy was in a coma for a long time, certainly missed Christmas and ended up with some permanent brain injuries. The boy, his family and friends certainly were victims of this irresponsible behaviour by the driver. The people at the

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crash scene including the police, the ambulance officers and bystanders were victims. The doctors and the nurses who had to deal with the boy at the hospital were certainly were victims. All of these people were affected by what happened that night. That Christmas was one where we all had to consciously put what happened out of our minds. Might I add that for a long time I considered this driver did not deserve any of my sympathy.

As the years have rolled by I have thought about the driver and what the crash meant for him. I would think he was affected by the crash. Certainly, his family and friends were victims of his behaviour, having to handle this occurrence and the stigma that surrounded it. His standing within the community suffered including his business. If he had known before he stepped into the car that night that it would have ended like it did, would he have continued? I think not. When he was asking for a break perhaps what he was really saying was can I take it back I didn't mean it? He couldn't take it back once it happened and was probably never the same again. The message from this is that you do have these choices to make before drinking and driving, think through the risks you take and what the consequences of these actions may mean to you, your family and everyone else.

Regulating Motor Vehicle Advertisements

What standards are set to ensure that automotive advertisements promote the responsible use of the road system? It would be very easy for manufacturers or distributors of motor vehicles or motor vehicle related products to show their products as being very racy, particularly when talking about performance. The following information is taken from the Federal Chamber of Automotive Industries (FCAI) Voluntary Code of Practice for Motor Vehicles.

The FCAI supports a responsible approach to advertising for motor vehicles. FCAI asks advertisers to be mindful of the importance of road safety and to ensure that advertising for motor vehicles does not contradict road safety messages or undermine efforts to achieve improved road safety outcomes in Australia.

Advertisers should ensure that advertisements do not depict, encourage or condone dangerous, illegal, aggressive or reckless driving. Moreover, advertisers need to be mindful that excessive speed is a major cause of death and injury in road crashes and accordingly should avoid explicitly or implicitly drawing attention to the acceleration or speed capabilities of a vehicle.

FCAI acknowledges that advertisers may make legitimate use of fantasy, humour and self-evident exaggeration in creative ways in advertising for motor vehicles. However, such devices should not be used in any way to contradict, circumvent or undermine the provisions of the Code.

In particular, it is noted that use of disclaimers indicating that a particular scene or advertisement was produced under controlled conditions; using expert drivers; that viewers should not attempt to emulate the driving depicted; or expressed in other similar terms, should be avoided. Such disclaimers cannot in any way be used to justify the inclusion of material which otherwise does not comply with the provisions of the Code.



Regulating Motor Vehicle Advertisements

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Advertisers should avoid references to the speed or acceleration capabilities of a motor vehicle (for example, "0-100 km/h in 6.5 seconds"). Other factual references to the capabilities of the motor vehicle (for example, cylinder capacity, kilowatt power of the engine, or maximum torque generated) are acceptable, provided that they are presented in a manner that is consistent with the provisions of the Code.

The Code contains a specific clause (clause 3) relating to the use of motor sport, simulated motor sport and similar vehicle testing or proving activities in advertising. It is acknowledged that motor sport plays a crucial role in brand promotion and the development and testing of crucial technologies, many of which result in safer vehicles. Accordingly the Code seeks to ensure that advertisers can continue to legitimately make use of motor sport in advertising, provided that care is taken to ensure that depictions of speed, racing and other forms of competitive driving are clearly identified as taking place in this context. FCAI urges also advertisers to avoid any suggestion that depictions of such vehicles participating in motor sport, or undertaking other forms of competitive driving are in any way associated with normal on-road use of motor vehicles.

In addition, it is noted that the Code contains a clause (clause 4) relating to the depiction of off-road vehicles which have been designed with special features for off road operation. This clause provides some limited flexibility allowing advertisers to legitimately demonstrate the capabilities and performance of such vehicles in an off-road context. In so doing however, care should be taken to ensure that all other provisions and the underlying objectives of the Code are still adhered to. In particular, advertisers should be mindful to ensure that advertisements for such vehicles do not involve the depiction of 'excessive' or 'unsafe' speed. Equally, advertisers should avoid portrayal of images of off-road driving which could otherwise be construed as being unsafe.

If you believe any advertisement breaches these standards, then there is a complaints inquiry system that provides for investigation into the particular advertisement. The complaint and results are published on completion on the Advertising Standards Bureau.

A link to a PDF document that explains this material is:-

[http://www.fcai.com.au/library/
publication/1250483030_document_amended_code_-_final_-_
oct_07.pdf](http://www.fcai.com.au/library/publication/1250483030_document_amended_code_-_final_-_oct_07.pdf)

The Advertising Standards Bureau
Level 2
97 Northbourne Avenue
TURNER ACT 2612
Tel: (02) 6173 1500
Fax: (02) 6262 9833

General enquiries, non-complaint related queries, research requests and general information requests can be emailed to:
administration@adstandards.com.au

To lodge a complaint regarding an advertisement, go to:-

<http://www.adstandards.com.au/lodge-complaint>

You will need to follow the prompts which will lead you through the complaints progress.



Voluntary Breath Testing in Gouger Street prior to Christmas

Road Safety Centre members will be providing Voluntary Breath Testing at the Gouger Street Café/Restaurant district in the CBD of Adelaide on Friday 20 December, 2013. Police officers will be informing diners about the consumption, absorption and dissipation of alcohol over a typical 'Friday lunch'. People planning to drive home early or at exactly 5.00 pm, are often surprised at how long it will take for their blood alcohol level to drop below 0.05. The testing is being conducted in the lead-up to the Christmas break and is a part of the overall SAPOL strategy to reduce the incidence of drink driving on South Australian roads. Come and see us at this location and learn about your alcohol consumption and your blood alcohol levels.

YOU MAY BE JUST OVER AND IF THAT IS THE CASE, JUST DON'T DRIVE.

Road Safety Displays at the TOUR DOWN UNDER focussing on cycling

As part of SAPOL's overall commitment to The Tour Down Under from 19th – 26th January 2014, The Road Safety Centre will be providing a road safety display and information booth at the finish area of each of the seven races. Cycling information, rules and advice will be provided along with safe cycling route maps and other give-aways. Did you know that cyclists can incur demerit points on their driving licence when they commit certain offences on their bike? Do you know the rules in relation to fitting a bicycle carry rack on the rear of your car? Did you know that there is an on-line journey planner which shows you the safest route to cycle to almost anywhere in the greater metropolitan area using bike paths, shared paths and low traffic volume roads? The Road Safety Centre supports safer, greener and more active transport and The Tour Down Under provides an excellent opportunity to engage with an international audience. Come and see us and lets all

BE SAFE AND BE SEEN TO SHARE THE ROAD SAFELY.

Date chart for locations of Road Safety Displays:

19/1/2014 - finish in Adelaide	22/1/2014 - finish in Stirling	25/1/2014 - finish in Willunga
21/1/2014 - finish in Angaston	23/1/2014 - finish in Campbelltown	26/1/2014 - finish in Adelaide
	24/1/2013 - finish in Victor Harbor	

Voluntary Breath Testing at the Clipsal 500

Road Safety Centre staff will again be at the 2014 Clipsal 500 between 27 February and 2 March 2014. Each day of the event, members will be conducting static testing at a highly visible Police Van which will be located on Highway 500 at the track. Plans are also underway to provide mobile testing with the use of a golf buggy, which enables members to test patrons in most areas of the track. Providing a service which allows patrons the opportunity to measure and monitor their blood alcohol level throughout the event, helps to prevent the one test at the end of the day where it is too late to take any precautions such as spacing drinks by drinking water or a soft drink, before having to drive home.

As the concept is about ensuring fitness to drive, readings at or above 0.10 i.e. double the legal limit, are not divulged to the subject.

Have a happy and safe Christmas and Holiday period – keep safe and drive carefully.

REMEMBER: - ROAD SAFETY IS EVERYONE'S RESPONSIBILITY!

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