

PRESS RELEASE

March 12, 2015

Minister launches driver safety video

A driver safety video aimed at international drivers on Kangaroo Island has been welcomed by the community after its launch by the Transport and Infrastructure Minister Stephen Mullighan.

The video – “Drive, Enjoy, Survive: Expect the Unexpected” – will help drivers to understand and prepare for the unique features of driving on Kangaroo Island roads, including the different types of unsealed surfaces, wildlife intrusions, changing road conditions and the diversity of other vehicles using the roads.

The project is an initiative of the Kangaroo Island Council, developed in partnership with the Department of Planning, Transport and Infrastructure (DPTI), and came from the concerns of a number of stakeholders, including the Kangaroo Island Road Safety Committee and tourism operators.

Representatives of the committee, Sealink, Tourism Kangaroo Island, Budget and Hertz car rentals, police and ambulance officers were at the launch at the Aurora Ozone Hotel last week.

Minister Mullighan spoke about the value for money gained from smaller, community-driven projects.

“When we look at the amount of vehicle damage on Kangaroo Island, before we even get to injuries and fatalities, if projects like this can reduce that damage and injury by even a small amount, then this project will have paid for itself” Mr Mullighan said.

Kangaroo Island Council chief executive officer Andrew Boardman said 83 per cent of accidents on Kangaroo Island roads reported to SAPOL in the 12-month period to November 2014 were on rural roads.

“A large number of the crashes were due to the driver not being aware of how driving on Kangaroo Island can differ from driving on the mainland and highlights that we as a Community need to educate our tourists more on driving to the conditions of our roads,” he said.

A key component of the program is conversations with arriving visitors. Champions within the community including tour operators, car hire companies, accommodation providers, council staff and others have been trained to have high quality conversations about driving to the conditions on unsealed roads, with visitors who will be driving on the Island.

Mr Boardman said the project had been driven by Community Affairs Manager Maree Baldwin and involved a number of local businesses, stakeholders and community members, with more to come. Filming was done by Sean McGowan (The Wizardry of Oz) and Shauna Black (Black Stump Media), who also wrote the script. Tiffany Bell (Duck Duck Goose) designed the logo and pull-up banners. Michael Amor recorded the voiceover and Mike Cosgrove at KIX-FM recorded the Italian and Mandarin translations, with local translators Luca Lovison and Rainbow Haselgrove, respectively.

Ms Baldwin acknowledged the assistance of DPTI, especially team leader, Local Government Partnerships, Safer Travel and Behaviour Cathryn Opie and senior editor Lauren Drewery, in producing the video.

It is anticipated the video will be translated into a number of different languages and will be distributed to international drivers at various points, for example when they make an accommodation booking, hire a vehicle or arrive at the Sealink terminal at Cape Jervis. Posters and other material will also be produced.

You can see the video "Driving on Kangaroo Island" on YouTube or go to this link "Driving on Kangaroo Island".

CAPTION: Transport and Infrastructure Minister Stephen Mullighan, KI Council CEO Andrew Boardman, Sealink Travel Group general manager Donna Gauci, KI Road Safety Committee chairman Andy Gilfillan, Tourism KI chairman Pierre Gregor and KI Mayor Peter Clements at the launch of "Drive Enjoy Survive".

For further information on this press release, please contact Maree Baldwin, Community Affairs Manager on 08 8553 4500 or kicouncil@kicouncil.sa.gov.au



The Hon. Stephen Mullighan at the launch of the Expect the Unexpected project.

Minister Mullighan is pictured alongside Andrew Boardman Kangaroo Island Council, Donna Gauci Sealink, Andy Gilfillan KI Road Safety Committee, Pierre Gregor Tourism Kangaroo Island and Mayor Peter Clements