



2 November 2016

MEDIA STATEMENT

Regional Safety Award 2016

The Kimberley RoadWise Committee is the 2016 winner of the Insurance Commission of Western Australia's Regional Safety Award.

At the Regional Achievement and Community Awards held on 6 November 2016, the Kimberley RoadWise Committee received the award and financial prize of \$2,000.

The Deputy Chief Executive of the Insurance Commission, Rick Howe, said the 'Horns and Hooves on the Highway' road safety campaign initiated by the Kimberley RoadWise Committee was an excellent initiative to promote road safety in regional areas.

The campaign had a strong education focus targeted at country drivers to raise awareness of the risk of animals straying onto roads and causing injury.

The Kimberley RoadWise Committee estimated there are over 200 cattle strikes on Kimberley roads each year, many of which cause injuries to motorists, damage to property and death to livestock.

The Regional Safety Award is sponsored by the Insurance Commission to promote safe road practices in regional communities which encourages fewer and less serious injuries from motor vehicle crashes, leading to fewer insurance claims incurring lower costs.

Proportionally, regional motorists lodge more personal injury motor claims than metropolitan motorists.

From 1 July 2016, if a driver is catastrophically injured in a crash with an animal on a public road, they will be covered for their lifetime care and support when previously they did not have cover. This expansion of motor injury insurance cover is managed by the Insurance Commission.

Congratulations to Kimberley RoadWise Committee on their award.



Greg Hayes, Road Safety Advisor, Kimberley RoadWise Committee and Rick Howe, Deputy Chief Executive of the Insurance Commission.

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