

BELT UP

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Belt up is a road safety awareness campaign to promote wearing seatbelts on WA roads to reduce the severity of injury in a crash.

Our message is simple. Wear a seatbelt. Belt up! We don't want you to become another statistic on our roads.

Secure your seatbelt before you start the car. Make sure your passengers secure their seatbelts as well. Each year, lives are lost and people are injured on WA roads from not wearing a seatbelt.

The Insurance Commission has supported and funded the campaign since 1997.

Our partners

The West Australian Country Football League (WACFL), Netball WA, Rugby WA and Football West are all Belt up partners.

For each partner, the Insurance Commission provides sporting equipment to grassroots community and support teams to promote the Belt up message. Our partners do the following to promote the Belt up message:

- Communications to community teams and players promoting the message.
- Display of Belt up logo at matches and events.
- Promotion through local media and the community.
- Host a Belt up round.

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West Australian Country Football League (WACFL)



There are a number of young males in rural areas that play football or volunteer with the WACFL.

- 70,000 players
- 25 leagues
- 150 individual clubs
- 5,000 volunteers

WACFL was the first partner of the Belt up campaign in 1997. The Insurance Commission partnered with WACFL as young men in country areas are over represented in crash and injury claim statistics.

Belt up is promoted through WACFL's player and support networks, including:

- Belt up branded footy jumpers distributed to WACFL clubs;
- Belt up branded footballs and signage;
- Annual Belt up Round;
- Country League games;
- Clubs Safe Driving policy;
- WACFL website and social media; and
- WACFL publications.

Find out more about [WACFL](#).



Netball WA



Netball is one of the highest female participation sports in Western Australia.

- Over 197,000 participants across Western Australia
- Each year over 100,000 patrons pass through the doors of the State Netball Centre

Belt up is promoted through Netball WA's player and support networks, including:

- Belt up branded netballs provided to regional and metropolitan senior clubs;
- Annual Belt up Round;
- NAIDOC Carnival;
- Regional Academy Cup;
- West Australian Netball League;
- Annual Club Pledge;
- Netball WA website and social media; and
- Netball WA publications.

Find out more about [Netball WA](#).



Rugby WA



Rugby has a high participation rate amongst young males, which are the most at risk cohort on the road.

- Over 270,000 active players in Australia
- A further 275,000 people participate in rugby

The popularity of the men's and women's game at an international level means Rugby WA has a diverse supporter base.

Belt up is promoted through Rugby WA's strong player and support networks, including:

- Belt up branded equipment distributed to senior rugby clubs;
- Annual Belt up Round;
- Rugby WA website and social media; and
- Rugby WA publications.

Find out more about [Rugby WA](#).



Football West



Football West has a high participation rate of young males and females.

- Over 44,000 registered players
- 215 clubs
- 600 registered referees
- 1,200 registered teams

The popularity of the men's and women's game at an international level means Football West has a diverse supporter base.

Belt up is promoted through Football West's player and support networks, including:

- Belt up branded footballs and goals distributed to senior clubs;
- Belt up Round;
- Men's Amateur League; Amateur Reserves League; Masters League; Metropolitan League; Men's State Cup;
- Football West website and social media; and
- Football West publications.

Find out more about [Football West](#).

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