

Cyclist safety in the spotlight as road user groups come together

Amy Gillett Foundation and the Centre for Road Safety have taken the opportunity of Road Rules Awareness Week to start a discussion today about the road rules and behaviours that underpin interactions between cyclists and motorists.

The campaign – *It's a two-way street* – includes a rules pocket guide for cyclists and motorists that will be distributed by Amy Gillett Foundation, Transport for NSW, NRMA Motoring & Services and Bicycle NSW to encourage all road users to safely share the road with others.

Tracey Gaudry, CEO of the Amy Gillett Foundation said, "*It's a two-way street* represents a commitment from NSW Government and major road user representative bodies including the NRMA Motoring & Services, NSW Police Force and Bicycle NSW to improve safety for all road users, with a specific focus on reducing bike rider fatalities and serious injuries.

"The campaign's theme shows mutual respect is relevant to all road users. The strong educational component, eight drive rules and eight ride rules, illustrates key road rules, behaviours and actions that will directly improve the interaction and relationship between drivers and bike riders."

The campaign will reach all road users in NSW through roadside billboards, print and radio, social media, and a convenient "Z-card" pocket guide containing drive and ride rules.

NSW Centre for Road Safety General Manager Marg Prendergast said the key message of the campaign was for different road user groups to consider one another and look out for each other's safety.

"Coming off such a tragic year of increased cyclist fatalities, we want people to be mindful of their own safety at all times and to also consider how their behaviour on the road impacts upon others," Ms Prendergast said.

"It's not just about road rules – it's about behaviour.

"We have made significant reductions in the overall road toll in recent years, and with a better focus on cyclist safety – from cyclists and motorists alike – we can reverse last year's increase in cyclist deaths."

Wendy Machin, President NRMA Motoring & Services, said improving road safety required a combined effort from all road users.

“There has been an upward trend in cyclist deaths on our roads since 2000 and we all need to work together to reduce the road toll,” Ms Machin said.

“NRMA Members are concerned about bike safety and that’s why we’re supporting this new campaign to help make our roads a safer place.

“It’s a two-way street reinforces the message that we’re all responsible for bike safety, no matter if we drive, ride, or both.”

Alex Unwin, CEO of Bicycle NSW, said the organisation was delighted to support the *It’s a two-way street* campaign, speaking with one voice alongside partners from across the road user spectrum.

“By showing consideration and respect for others in our transport systems, regardless of whether they are walking, riding or driving, we can together create a better environment for cycling.”

Assistant Commissioner John Hartley APM, Commander NSW Police said the rules of the road are there to protect everyone.

“Road safety for all is a priority for NSW Police and we value our partnership with this important campaign. We encourage mutual respect so riders and drivers can safely share our roads,” said Assistant Commissioner Hartley.

Copies of the Z-cards can be collected from any Trek dealer throughout NSW as well as NRMA Motoring & Services auto repair stores and holiday parks. Further detail on the *It’s a two-way street* campaign can be found at: www.amygillett.org.au/itsatwowaystreet