

media release

SA Metropolitan Fire Service



MFS and ETSA Utilities team to take powerful RAAP message to apprentices

Wednesday, 11 February 2009

The South Australian Metropolitan Fire Service (MFS) is taking its powerful road safety message to Corporate South Australia.

The MFS Road Awareness and Accident Prevention (RAAP) program will be presented to ETSA Utilities apprentices at **1.45 pm on Wednesday, 11 February 2009** at Angle Park Training Centre, a facility shared by the two organisations.

ETSA Utilities has been very proactive in educating its employees and its participation in the RAAP program is seen as a natural progression in exposing apprentices to the realities of motor vehicle accidents.

ETSA Utilities CEO, Lew Owens said, "Road safety is a very important issue for us at ETSA Utilities. In managing and maintaining the State's electricity network our staff drive more than **12 million kilometres** a year. This makes driving one of our key risks and one that we continue to focus on as part of our commitment to having a workplace free of injury.

"As a major training organisation in South Australia with more than 170 apprentices in training, the RAAP program is an ideal way to introduce the issue of safe driving to our apprentices and highlight the consequences of accidents for our people.

"We hope to expand this program next year to include not only all new apprentices, but our field staff as well," Mr Owens said.

The MFS RAAP program, sponsored by AAMI and the Australian Professional Firefighters Foundation (APFF), is a wonderfully successful program presented by the MFS to year 11 students in High Schools throughout metropolitan Adelaide and regional South Australia.

The RAAP program has been running for four years, delivering in excess of 250 programs to over 30 000 students.

During this period there has been a dramatic reduction in the deaths on the road of 16-24 year olds in South Australia.

In the 12 months to December 2008, there were *24 road deaths in this age group, compared with 41 fatalities over the same time frame in 2005.

Statistics show that transport accidents are the number one cause of death for 16-24 year olds throughout Australia.

The MFS presents a hard hitting, emotional RAAP program and gives students the opportunity to see the consequences of bad decision making.

The message is, **through 'Concentration and Commonsense' almost all road accidents are avoidable.** The MFS believes that if we start with new drivers from age 16, we can create a generational change in attitude, and dramatically reduce the carnage on our roads.

The MFS and ETSA Utilities have teamed together and will be taking the same powerful road safety message to 70 Australian year 11 students in Hong Kong in March 2009.

A feature of the presentation will include quadriplegic road accident survivor Ryan Scott relating his experiences and making an impassioned plea for the students to learn from his mistakes.

ETSA Utilities has made it possible for Ryan, a silver medallist in Beijing Paralympics, to attend this ground breaking event. It will be the first time the MFS RAAP program has left Australian shores.

Media are invited to attend as Beijing Paralympic silver medallist, Ryan Scott delivers the RAAP program to ETSA Utilities apprentices on WEDNESDAY, 11 FEBRUARY 2009 at **1.45 pm (till 2.30 pm).**

ADDRESS: 480 Grand Junction Rd, Angle Park.

For further information call the MFS media line on 8204 3770.

*statistics provided from SAPOL website.