

# MEDIA STATEMENT

16 May 2023

## Continuing drive to safer roads with the SUNS, AFL Queensland

- StreetSmarts has extended its partnership with the Gold Coast SUNS and AFL Queensland to 2025
- StreetSmarts will also become the inaugural Gold Coast SUNS Academy major partner
- The partnership will continue to raise road safety awareness via Gold Coast SUNS and AFL Queensland channels

StreetSmarts have extended its partnership with the Gold Coast SUNS and AFL Queensland and will continue encouraging the AFL community in road safety.

The partnership started in 2021 and has now been extended to 2025, and currently promotes road safety via the StreetSmarts AFL Queensland Schools Cup, and at SUNS home games at Heritage Bank Stadium.

As of today, the partnership has been expanded to see StreetSmarts become the Gold Coast SUNS Academy inaugural major partner.

The Gold Coast SUNS Academy forms a key pathway for aspiring AFL players aged 13 to 19 years, covering a large geographic region across Queensland and northern New South Wales. Coupled with sponsoring the AFL Queensland Schools Cup, this partnership further promotes road safety to a young audience.

StreetSmarts will continue delivering important road safety messaging at Suns home games, including drink driving messaging for attendees.

This announcement coincides with National Road Safety Week, running 14 to 21 May and now in its eleventh year. The week remembers the 1200 people who lose their lives and 44,000 people injured in road trauma on Australian roads and highways each year.

StreetSmarts is the Queensland Government's road safety public education program.

### **Quotes attributable to Transport and Main Roads Land Transport, Safety and Regulation Acting General Manager Joanna Robinson:**

"With 297 lives lost on Queensland roads last year – the highest number in over a decade – I am dedicated to supporting initiatives that improve road safety.

"I'm delighted the Gold Coast SUNS and AFL Queensland are continuing their commitment to leadership in the road safety space.

"We have established a great platform with the SUNS and AFLQ the past two years and will continue building on that.

"Young drivers are our most vulnerable on the road and sponsoring the Gold Coast SUNS Academy provides another avenue to reach this important audience and ensure they always put road safety first.

"We love seeing our AFL players kicking goals on the field, and we want to make sure they're also kicking goals for road safety.

"We are committed to prioritising road safety and have invested \$1.5 billion this financial year on education, campaigns, road upgrades and new technologies."

**Quotes attributable to the Gold Coast SUNS Chief Executive Officer Mark Evans:**

"This is a very significant announcement for our club to welcome StreetSmarts as our very first naming rights partner for the SUNS Academy.

"The SUNS Academy reaches over 1000 football participants in our regions from North Queensland to the Gold Coast and Northern Rivers and into Darwin.

"With males and females from ages 13-19 in our Academy, it is the perfect demographic to expose young people and families to road safety messages from StreetSmarts from the very beginning when learning to drive.

"We know the impact road trauma has on our community and we endeavour to play a key role in encouraging Queenslanders to be better and safer road users while also driving meaningful behavioural change."

**ENDS**

**Media contact: TMR Media Unit, 3066 7060**