

media release

SA Metropolitan Fire Service



SA firefighters inspire AFL stars of tomorrow

Monday, 10 January 2011

South Australian firefighters are urging the nation's AFL stars of the future to lead the way in changing behaviours of road users.

On Monday, 10 January, the Metropolitan Fire Service (MFS) will present its powerful Road Awareness Program (RAP) to a national group of up to 120 young AFL players (aged 17-23) at the AFL Players' Association's annual Induction Camp in **Melbourne**.

MFS Road Awareness Program Coordinator, Rod Campbell, a former SANFL footballer, said the presentation will be a vital opportunity to educate some of the sporting leaders of tomorrow.

"Statistics show that road crashes are the number one cause of death for 16-24 year olds throughout Australia. The MFS is pleased to have this opportunity to inspire young AFL players to lead by example and spread the road safety message to their friends, families, clubs and fans.

"Australians pride themselves in looking after their mates. But unfortunately, with almost five fatalities a day on the nation's roads, we really aren't looking after them. The AFL Players' Association should be commended for taking road safety seriously and encouraging a positive driving culture in the AFL," Station Officer Campbell said.

RAP presenter and road crash survivor, Jason Austin is a former footballer who gave up his beloved sport after a motorbike crash left him a paraplegic.

"As part of my presentation, I'll share the ongoing effects of my injuries and urge the young AFL playing group to learn from my mistake, value their lives, and the lives of their mates," he said.

RAP is a graphic, hard-hitting program usually presented to Year 11 High School students in South Australia. The program aims to create generational change in the behaviour of drivers and other road users to help significantly reduce the carnage on our roads.

MFS Station Officer, Rod Campbell has two decades of experience in extricating injured and deceased people from car crashes.

"The presentation of RAP to the AFL's young playing group is a major step forward in tackling road safety among young people. I'd like to thank the Adelaide Football Club (Adelaide Crows) for its support in making our presentation to this national audience possible," he said.

For media enquiries and interviews call the MFS Media Line on (08) 8204 3770

Further information for the public:

Call the MFS Community Education Department on (08) 8204 3611 during business hours.

Country callers 1300 737 637.

www.mfs.sa.gov.au