

About RAAG

Our Projects, Campaigns & Resources

The Road Accident Action Group (RAAG) is a volunteer run not for profit organisation based in Mackay. Founded in 2002 by local emergency services workers and community members, most of whom have been personally impacted by road crashes, we seek to reduce the impact of this in our region. RAAG has facilitated and managed numerous educational and awareness campaigns over the years. In addition to these projects, RAAG works with its stakeholders to identify other ongoing issues that can be addressed through advocacy and awareness raising. RAAG has also won numerous community and [road safety awards](#).

Advocacy

RAAG advocates road safety within local and state parliaments supporting improvements to our roads, rest areas, policing requirements and specific areas of concern raised by our members and members of the public. We consistently work collaboratively with all levels of government, industry, and community to achieve enhanced road safety outcomes.



These include the following projects:

- RAAG was instrumental in gaining funding commitment for the Walkerston Bypass with construction starting in 2021.
- Provided an essential part of the justification and evidence required to secure funding for the Eton Range Road upgrade.
- Played an integral role in the Waverley Creek, Palm-tree Creek rest area upgrades plus significant improvements including toilets to many other rest areas in the region.
- Successfully advocated TMR to increase the number of driver rest areas in the region and adopt changes and updates. This included an update to the design allowing multiple groups to use these areas at once and with increased shade.
- RAAG is currently advocating for a multi-purpose (including Heavy Vehicles) rest area in Mackay. There are currently no HV Rest Areas in Queensland with appropriate facilities north of Waverley Ck (160km south of Mackay).

Road Safety Awareness Presentation



Over the past 20+ years we have reached up to 20,000 people in the Bowen Basin Region with our presentations. These run for one to two hours and focus on specific road safety issues relevant to our region, such as fatigue management, distracted driving and more. The presentations are available to any organisation who believe it would benefit their team. Contact admin@raag.com.au for more information and to organise a quote. Find out more online [here](#).

Wide Load Education

Aimed at educating drivers entering the Mackay and Bowen Basin region to use the correct procedures when an oversize load escort vehicle approaches. Statistically our region has the highest number of oversize loads within Australia and correct driver response is essential. This education includes radio, social media, TV ads, Billboards, permanent signs at rest areas and more. Find out more [here](#).



Work Out Visibly



Be Seen, Be Safe is the safety message for those exercising on or near our roads, particularly during the darker winter months. Early mornings and evenings are the hardest times for motorists to safely navigate around pedestrians and cyclists. RAAG encourages anyone exercising on or near the road to increase their visibility by wearing flashing lights and/or fluorescent/reflective clothing. Find out more [here](#).

Stock on Roads

Central Queensland has the largest proportion of drive-in, drive-out (DIDO) workforces of any region throughout Australia. Workers' rosters see them travelling from Mackay, Rockhampton and even Southeast Queensland to and from the mines. These people are regularly travelling on roadways bordered by cattle and other livestock properties. Often these properties are unfenced, leading to stock being able to wander onto the road. The Stock on Road media campaign alerts and educates the community to the dangers of livestock/animals on our roads and reporting methods available. Find out more [here](#).



E-Scooters

The e-scooter (PMDs) campaign is an educational program with engagement strategies designed to reduce traffic offences, and crashes, reduce the risks to pedestrians and to educate the community of Mackay Whitsunday District on the correct rules and regulations for riding a PMD. Find out more [here](#).

Road Safety Messaging



RAAG regularly runs road safety messaging during peak travel times. This is usually in the form of radio ads, billboards, social media and TV ads. These messages cover topics such as the Fatal 5, Stock on Roads and Wide Loads. Find out more [here](#). You can also stay up to date with our messaging on [Facebook](#).

Our Community Involvement

RAAG regularly attends community events, allowing us to raise awareness of road safety issues with the public. It also allows RAAG to find out what road safety issues are of most concern to the general community. We reach approximately 20,000 people in the community at various events throughout the year. All our events are attended by our dedicated volunteers who are passionate about improving road safety in our region.



Want to help *reduce* the road toll?

There are many ways you can partner with RAAG to improve road safety in our region.

We provide a variety of free resources to the community, and encourage you to share these with your friends, family and at your workplace ([access here](#)). You can also follow us on social media, raising awareness by sharing our road safety messages. Booking one of our road safety presentations is another great way of improving road safety awareness in your workplace or community organisation. Find out more [here](#) or contact us for a quote.

If you would like to be personally involved, we always welcome new members and volunteers to join us. We value any time, knowledge and skills you can bring. We rely on volunteers to help run our projects and attend events. Find out more about volunteering [here](#).

As a not-for-profit organisation, we rely on sponsorships and grants to continue running our road safety campaigns. If you would like to financially support the work we do, please consider joining our [partnership program](#). Our partnership program is an excellent opportunity to impact positively and contribute to saving lives on our roads. Please get in touch with our Admin and Funding Coordinator, Karina May, if you would like to discuss this further (0455 022 299 or admin@raag.com.au).

CONTACT INFORMATION

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