



Road Safety All Stars—rocking a community message near you

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The Road Safety All Stars were created in April 2014 as a way of creating a viable message product to engage Indigenous peoples in road safety.

Indigenous community ambassadors are at the forefront of delivery and advocacy for change in their communities. Using Indigenous peoples for messages to their community is empowering and fundamentally satisfies any language or cultural challenges

The Road Safety All Stars are a group of talented Indigenous Northern Territory musicians who have come together for the first time in 2014, to write, play and record music about staying safe on the roads. Their lyrics tell stories and send messages without preaching and their music has listeners tapping their feet and reaching for the volume control.

As ambassadors the group was keen to evaluate road safety issues and translate them into a message that is relevant to their peoples, using both language and dynamic music to set the tone.

We targeted issues that were relevant to Indigenous peoples living in the Northern Territory, and familiar with many Australians living in remote and regional areas. We took a different approach to the “Don’t do this and don’t do that campaign” and orientated the message to prompt the thinker to own their own message.

The over-arching theme of the messages was to take responsibility and ownership of road safety and create music and messages that will change the way people think.

We targeted behavioural problems common in remote community living and focused our messages on the following:

- promoting the philosophy of shared responsibility
- educating and encouraging road users to comply with road rules
- encouraging road users to drive unimpaired from alcohol and drugs
- to stay alert to stay alive

- respect the country you are driving on and act according to the prevailing conditions
- that action will be taken against those who break the rules.

We recognised that all people living across the Territory are affected by road safety in some manner, and realised the importance of understanding that humans make mistakes. Talking about this openly and honestly depends on us sharing responsibility and implementing the initiatives ourselves. This became an important driving force behind the music.

The project is still building momentum as the music circulates community radio and social media. We would like to share this project including its music to the 13th National Rural Health Conference.