

News Release

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Hon Tom Kenyon

Minister for Recreation, Sport & Racing

Minister for Road Safety

Minister for Veterans' Affairs

Min Asst Premier with SA's Strategic Plan

Minister Asst the Min for Employment, Training & Further Ed

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NEW DRIVING INFORMATION FOR OUR OVERSEAS VISITORS

The State Government is today introducing a new strategy to remind overseas visitors about the driving rules on South Australian roads.

Road Safety Minister, Tom Kenyon says important additional steps have been taken to remind international drivers of the Australian road rules before they take to our roads.

“We’ve introduced a series of stickers to be placed inside hire cars and point-of-sale material to remind international drivers to keep to the left hand side of the road,” Mr Kenyon said.

“Unfortunately, we’ve had five fatal crashes - two last year and three this year - involving international drivers in SA, compared to only one in the previous ten years.

“Consequently, we’ve been working with the rental car industry to look at ways in which basic information about driving in Australia can be further promoted.

“***Drive On Left in Australia*** windscreen stickers, rear-vision mirror stickers, posters, counter cards and brochures are being sent to hire car companies, visitor information centres and Service SA centres across the State. The RAA will also make the material available at their Adelaide retail branch outlets,” Mr Kenyon said.

“Our discussions with hire car companies and the tourism industry have been very positive with strong support for this package of information.

“These changes will improve driver awareness for overseas drivers and demonstrate our ongoing commitment to improving road safety for all road users.

“We welcome travellers from overseas and we want them to enjoy all our State has to offer, but more importantly, we want them to share the road safely with South Australians.

“We want to provide international drivers with as much information as possible to reinforce the need for them to be aware of our basic road rules, particularly the need to drive on the left hand side of the road.

“There are more than 4,900 registered hire vehicles in our State, with many others coming into SA from interstate. That’s why I’ve written to Ministers in all States urging them to follow our lead and make this road safety material available in hire cars and at rental offices across the nation..

“We’re also considering rolling out more roadside signage in tourist “hot spots” that remind drivers to “Drive on Left in Australia”.

For further information visit the website at www.sa.gov.au/motoring.