



Motorsport
Ireland

Motorsport Ireland - Road Safety Initiative

Club RSO Meeting – 03rd August 2011



Údarás Um Shábháilteacht Ar Bhóithre
Road Safety Authority

[MI Road Safety Initiative]

The initiative is Motorsport Ireland's contribution to the **FIA** supported, 'Decade of Action for Road Safety 2011-2020'

a United Nations initiative which is being launched, world wide, on May 11th 2011.

The aim of the 'Decade of Action' is to save five million lives on the world's roads over the next ten years.

[Decade of Action Logo / Slogan]



WEAR. BELIEVE. ACT



[MI Road Safety Initiative]

The Motorsport Ireland initiative, supported by the **Road Safety Authority**, aims to promote road safety through motorsport.



[Initiative Activity - Minimum]

A standard / co-ordinated effort –

- All Motor Clubs to appoint a Road Safety Officer to organise club activity in support of the initiative.
- All competition vehicles in Motorsport Ireland permitted events to carry the ‘Decade of Action for Road Safety’ Tag decal

[Initiative Activity - Minimum]

- Road Safety advertisement in all event programs (standard advert.).
- Road Signage carrying a road safety message on road sections in the vicinity of rally events.

[Competitor Decals

- Tag logo on doorplates
- Decal – issued to all competitors
issued to all officials



[Program Advert



**Keep The Race
In Its Place**

- Go safely there - leave plenty of time to arrive alive
- Only watch from a safety zone
- Between stages and afterwards follow the drivers' lead by driving within the speed limits
- Stay belted-in
- Never ever drink and drive

safety wins



Part of the RSA Group

[Road Signage]



[Other Activity

- Audio Advert for Radio
- Agenda Item for event launch – media coverage.
- Participation in Road Safety events –
‘Track your Speed’ event in Drogheda
Donegal Garda / RSA initiative in June
- TV coverage – RTE News piece re Donegal International – Toni Kelly

[Other Activity]

- RSA Shuttle – Mayo MC, Killarney & District MC and Carrick-on-Suir MC
- RSA ‘Addmobile’ attended a number of stage events
- Fire Services – extraction demonstrations, Mayo MC
- ‘Festival of Speed’ event Adare Manor – MI stand, Toni Kelly demonstration runs + interviews.

[Other Activity

RSA Admobile



[Other Activity

- Planned –
stand at careers exhibition – 4 x Cork Motor
Clubs jointly.
+++++ ??????

[Progress Review

- MI perspective, initiative has been very successful –

good buy in / cooperation from clubs & competitors

increased media coverage for motorsport

increased level of road safety awareness within motorsport – competitors and officials

[Progress Review

- RSA perspective –

Aaron MacHale is member of the board of the RSA

Major asset in developing the relationship between MI and RSA

[Club Feedback

- General feedback on your experience -
 - is activity beneficial to clubs??
 - any issues / problems??
 - can we improve anything around the base level of activity??
 - can MI help in any way??

[What Next??

- Maintain existing base level of activity
- Develop a presentation video illustrating safety measures / features present in competition vehicles but not in standard road vehicles
- Backdrop signage for stands ????
- Ideas !!!!!!!!!!!!!