

Social & Community

Impact Report 2024/2025



For the better

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Acknowledgement of Country

RAC acknowledges the Aboriginal peoples of Western Australia as the Traditional Custodians of the lands on which RAC has been operating for more than 120 years.

We are privileged to share their lands, throughout Western Australia. Boorloo (Perth) is where RAC Headquarters is based, the place where we work with and alongside Aboriginal and Torres Strait Islander families and communities. RAC honours and pays respect to Aboriginal Elders, past and present across the lands of Western Australia.

On the cover: RAC Ignite Leadership Program participants

Inside covers: 'Uthudu Wajjoo Wilu' (meaning Land, Road and Sea in Nhanda language) by Rhianna Couzens

Highlights

We launched the Safer Speeds Trial in partnership with the Shire of Augusta Margaret River, implementing a network wide approach to safer speed limits in the region



We celebrated over

100,000

students attending RAC bstreetsmart since it began in 2012



We supported six community-led activations through our Connecting Communities Fund



The RAC Electric Highway® had

45,883

charges, approximately 125 charges on average per day

We reached over

67,000

students through our road safety education programs and events



We co-funded

\$75k

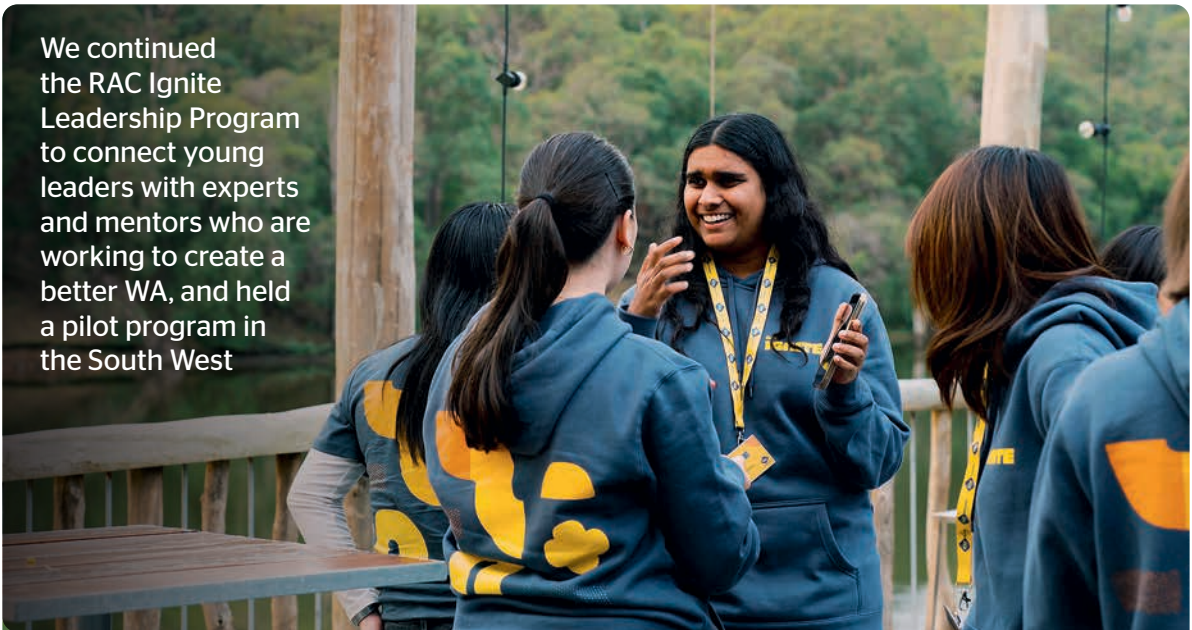
for the WA Bike Month grants program

1,590

participants attended our Tow Safe caravan safety sessions



We continued the RAC Ignite Leadership Program to connect young leaders with experts and mentors who are working to create a better WA, and held a pilot program in the South West



We handed out

2,256

flowers to our members and the community during National Road Safety Week, one dozen flowers for each of the 188 lives that were lost on WA roads during 2024
'Slow down and smell the flowers'



18k⁺

nominations for our Risky Roads survey



25k⁺

RAC Go app users committed to driving safer

\$256,425*

value contributed to the WA community through our Community Volunteering Program



We won the 2024 Clean Air Society of Australia and New Zealand (CASANZ) Industry Excellence Award for the RAC Air Health Monitor



*Dollar figure is calculated using the Volunteering WA value of volunteering for 'all ages'



Rob Slocombe (left) and
Allan Blagaich (right)

A message from our President & Group CEO

We are proud to share RAC's Social and Community Impact Report for 2024/25, showcasing a year of unwavering commitment to building a safer, more sustainable and better-connected Western Australia for our members and local communities.

This report outlines the important progress and bold steps we have made in striving to achieve our ambitious Vision 2030 goals. It provides members with a deeper understanding of the projects and initiatives we have undertaken to help make WA better. During the year we continued our free road safety school education programs across the state. RAC bstreetsmart drew a record 14,500 year 10-12 students, achieving 100,000 total attendees since 2012. RAC Project Road Smart also continued to be delivered across regional WA, with events held in Bunbury, Esperance, Geraldton and Kalgoorlie.

We launched RAC Ignite, a new youth membership designed to engage and inspire young Western Australians, and expanded the RAC Imagine Program™ Futures Challenge, encouraging bright minds to shape the future.

We embraced the power of local communities. Many activities were undertaken to enhance the places we live, and we offered volunteering opportunities to help our members and our people drive real change.

Our Risky Roads survey received immense support, with a record 18,000 nominations for the roads and intersections we drive, ride and walk every day. The results placed a local spotlight on the infrastructure improvements required to ensure safer travel in Perth and our regions.

In partnership with the Shire of Augusta Margaret River, and with the support of Main Roads WA, we implemented the Safer Speeds Trial. One of the largest of its kind

in Australia, the Trial has reduced speed limits on 550 local roads. The next steps include comprehensive evaluations and the opportunity for community to provide feedback over the next three years.

Almost \$1 billion in federal and state funding has now been secured to deliver road safety upgrades to 10,000 kilometres of roads through the Regional Road Safety Program. We welcomed the WA Government's \$250 million commitment in the 2025/26 State Budget to expand this program to local country roads – an outcome made possible through strong advocacy and collaboration with the WA Local Government Association and technical support from Main Roads WA.

We also continued our vital partnership with emergency services across the state, with the RAC Rescue helicopters* surpassing 10,500 missions since 2003 – saving lives and supporting communities in their greatest time of need.

More information on all these initiatives and many more can be found in the pages ahead.

We'd like to also acknowledge the wonderful support and guidance provided by the RAC Council, the RAC team, and our 1.3 million members. These achievements are a testament to what we can accomplish when we work together.

As we look forward, we do so with a deep local commitment to WA and a determined focus on building a brighter future for all Western Australians.

Allan Blagaich

President

Rob Slocombe

Group Chief Executive Officer

*Funded by the State Government, managed by the Department of Fire and Emergency Services (DFES) and sponsored by RAC the RAC Rescue helicopters provide vital search and rescue and critical care medical services to the WA community.

Our approach to social and community impact

RAC is a purpose-led member organisation. With no shareholders, we reinvest our profits for the benefit of our members and to create a better WA.

Our approach to social and community impact seeks to align with, and contribute towards, our organisation-wide Purpose, Vision and Mission. Tracking and reporting our progress on this journey is important to us. It will help us make better decisions and maximise our impact.

This, our fifth Social and Community Impact Report, sets out how we're progressing towards our Vision. It also showcases some of the impactful activities and initiatives we've delivered (with a focus on 2024/2025 - referred to as FY25 or this year) to drive positive outcomes.

Our Purpose, Vision and Mission

We exist to be the driving force for a better WA - **this is our Purpose, our 'why'**. This is enacted through our Vision. Our Vision is for a safer, sustainable and connected future for Western Australians.

This is what we stand for, and what we will act on.

The principles of social purpose and member value are at the heart of RAC. Our Purpose, Vision and Mission not only guides our social and community impact focus, it also sits at the top of the overall strategy for the organisation.

Purpose	Vision	Mission
The driving force for a better WA.	2030: A safer, sustainable and connected future for Western Australians.	Delivering great member services and experiences, while inspiring positive community change, that makes life better in WA.





RAC member volunteering day

Our Vision 2030: what we want to achieve

A safe, sustainable and connected future. We have set our desired end states, or what we aspire for the future to look and feel like...



Safe

Safer mobility is vital to the wellbeing of Western Australians. Think safer roads, speeds, vehicles and people to save lives and reduce serious injuries.

- » Western Australians feel safe utilising all modes of transport.
- » The rate of road deaths and serious injuries in Western Australia is approaching zero.
- » Western Australia has safe transport infrastructure.
- » New vehicle technology and safety assurance frameworks are protecting occupants and other road users from crashes.
- » Road users are taking responsibility for themselves and other road users.
- » Road safety is a social, health and economic priority for Western Australia.
- » Appropriate speed limits have been implemented and are increasing human survival rates in the event of a crash.

Sustainable

Sustainable mobility meets the social, environmental and economic needs of current and future generations. Think low emission vehicles and initiatives for cleaner, healthier air.

- » Harmful emissions (CO₂, NO_x, particulates) from passenger vehicles are reduced in line with international benchmarks.
- » Proactive initiatives have been implemented to improve air quality.
- » Low emission vehicles are widely available, affordable and a popular choice.
- » Infrastructure supporting alternative vehicle technology is broadly accessible.
- » Western Australians better understand and are able to reduce the life-cycle impacts of owning or operating vehicles.
- » A range of fair and effective funding options have delivered a high-quality transport system.



Connected

Connected mobility supports vibrant and liveable communities. Think well-planned communities and transport that connect people and places.

- » Good urban design and well-planned communities are enabling better access to transport options and enhanced social connectedness.
- » People are seamlessly connected by a flexible range of private, public and shared transport options (e.g. public transport, cycling, walking, car, motorcycling, personal transporters, aviation), infrastructure, services and technology.
- » Congestion has been managed to protect the livability and productivity of the State.
- » The benefits of digitisation are realised and enhance mobility while protecting personal privacy and data.
- » Transport is affordable and accessible.

How we measure our impact

Our Social Impact Framework

To guide our social and community impact activities to 2030, we have a Social Impact Framework which keeps us focused on our Vision.

Launched in 2020, our Social Impact Framework enables us to measure our impact and report on our progress to 2030:

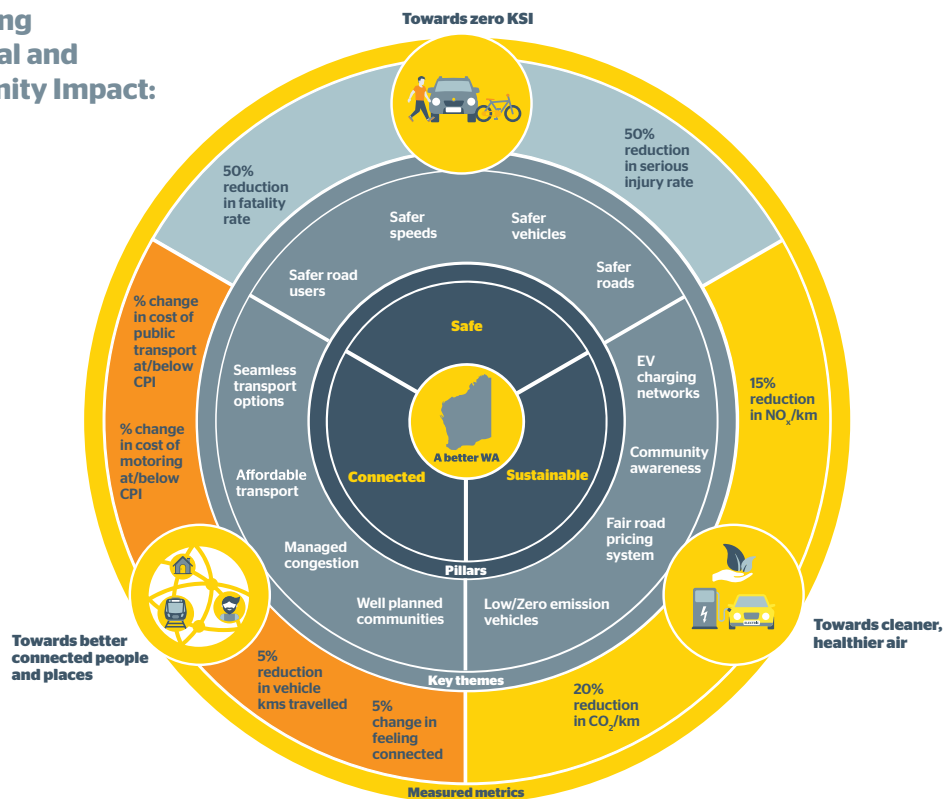
- » **Visualising our future** – our Vision end states provide the strategic direction around where we want to get to for each of our three impact areas of Safe, Sustainable and Connected.
- » **Monitoring our influence** – the Social Impact Metric helps us understand, react, and respond to what's happening in the changing external environment and track progress around the things we're trying to impact.
- » **Measuring our actions** – we have a tool to help us better capture and align the social and community impact activities and initiatives we're delivering across the organisation with our Vision, and report on the impacts. This helps us to realise the full potential of the organisation to drive positive outcomes towards achievement of our Purpose and Vision.

This includes a series of indicators, measures and targets, reflecting the following factors in WA:

- » Road fatality and serious injury rates per 100,000 persons;
- » CO₂ and NO_x emissions per kilometre travelled;
- » Vehicle kilometres travelled per person;
- » Extent to which people feel connected to and within their community; and
- » Costs associated with private motoring and public transport.

Together, these will help us make good decisions as we progress, ensuring we maintain a clear focus on our end states and our Vision for 2030.

Measuring our Social and Community Impact:



United Nations Sustainable Development Goals

We support the United Nations (UN) Sustainable Development Goals (SDGs), which were adopted by all UN Member States including Australia as a founding member. The SDGs are the blueprint to tackle the biggest challenges the world is facing, to achieve a better and more sustainable future for everyone on Earth. They are a global call to act to protect our planet together and ensure that all people enjoy peace and prosperity.

Our Vision, which guides our social and community impact activities, aligns with six of the 17 SDGs. We seek to embed the SDGs across our operational activities to ensure the sustainability of our organisation, members, and the WA community.



Our organisation

Social and community impact has always been an important part of who we are and what we do. We've advocated change and acted to develop and deliver many innovative and meaningful initiatives to drive positive outcomes for our members and the WA community.

In 1905, a group of motoring enthusiasts came together with a common goal: to champion the interests of car owners in Western Australia. Thus, the Royal Automobile Club of Western Australia (RAC) was born. Their inaugural task was ambitious yet essential – to create road maps and signage to make WA safer for its growing number of motorists. This marked the beginning of a journey that would position RAC to evolve and influence road safety, travel, and transport in WA for over a century.

Over the next 120 years, our history reflects the significant changes in transport and life in WA. From pioneering road safety campaigns to advocating for better road conditions across the state, our club's commitment to road safety and the protection of all road users has been our priority. We increased the range of services and support we provide to members, including Roadside Assistance, Insurance, Travel, Parks and Resorts, Finance, Auto Services, Batteries, Tyres, Home Services and Security.

Times have indeed changed since 1905. However, one thing remains the same – we are still working for the better of WA. We continue to be the voice of our members – which today is over 1.3 million members.



Take a drive down memory lane. See the RAC heritage collection brought to life

We act and influence, for a better WA

We undertake a range of social and community impact activities and initiatives to drive positive outcomes which will move us towards our Vision 2030 end states and achievement of our Social Impact Metric.

These activities include:

- » Undertaking research, developing evidence-based policy, and making submissions to government to influence priorities and investments;
- » Delivering collaborative demonstration trials and initiatives to highlight key issues, showcase what can be achieved and help plan for the future;
- » Running campaigns, engagement and education activities to enhance understanding, inspire and empower action;
- » Supporting major and community-focused sponsorship programs;
- » Engaging with all sides and levels of government, and the media, to draw attention to the key issues; and
- » Ensuring RAC people are involved in delivering social and community impact through volunteering and other initiatives.

120 years of social and community impact



Here are some of our milestone moments:

1905
club
formation

- 1911 developed the first road map



1920
campaign to
preserve the
giant Karri trees
of southern WA

1946
initiated the
National Safety
Council of WA to
promote road safety



1993
alongside other Australian automobile clubs, RAC created the Australasian New Car Assessment Program (ANCAP) which tests and rates the safety of new vehicles

2008
created the Risky Roads survey, which asks road users to nominate dangerous roads and intersections to share with government

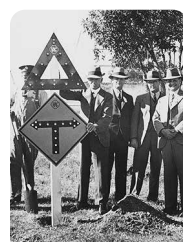


2014
unveiled The Elephant in the Wheatbelt, a life-sized elephant sculpture made from crashed cars, to highlight the higher road fatality rate in the region

2015
opened the RAC
Electric Highway® with
electric vehicle chargers
from Perth to Augusta

2018
became the principal partner of Town Team Movement to support connected communities

1909
erected directional
signs across WA



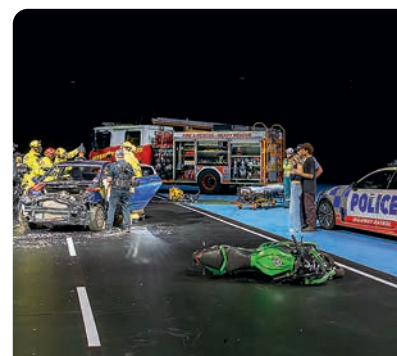
1988
advocated for roadside random breath testing in line with other states

2003
began sponsoring
the Perth-based RAC
Rescue helicopter,
providing WA
with its only 24/7
emergency rescue
helicopter service

2013
commenced reviews of
motorist taxation to get
a fairer share for WA

2012
the first RAC bstreetsmart event is held,
an annual crash reenactment educating
high school students about road safety

2012
launched our Safer Cars Commitment,
only insuring and financing four- or five-
star safety rated cars



2016
began sponsoring a second RAC Rescue helicopter in Bunbury

2016
launched the RAC
Intellibus®, Australia's
first and longest running
driverless vehicle trial



2019
launched Project
Road Smart, a free
road safety education
event for regional
high schools

2019
commenced
advocacy for the
Regional Road Safety
Program in WA



 Safe
 Sustainable
 Connected

For more information on these and other milestone moments, visit: rac.com.au/about-rac/our-history

2020 to 2025 – the halfway point towards our 2030 Vision



■ **2022**
created the RAC Air Health Monitor, the most comprehensive air quality sensor network in Australia

■ **2022**
provided our members with the opportunity to trial an electric vehicle for a week



■ ■ ■ **2024**
launched RAC Ignite to empower 15 to 24 year olds with education, leadership programs and youth-led initiatives

■ **2020**
began our Tow Safe events to better prepare travellers on WA roads

■ **2020**
launched Reconnect WA to revitalise streets and spaces for community activity



In 2020 we achieved our Vision of becoming WA's most valued organisation, and launched our new Purpose, Vision and Mission for 2030.

■ **2023**
launched RAC Go to help create safer driving habits behind the wheel

■ **2023**
celebrated 20 years of sponsoring the RAC Rescue Helicopters



■ **2025**
implemented the Safer Speeds Trial with the Shire of Augusta Margaret River

■ **2025**
researching and co-designing initiatives with parents and young people to better support the Learn to Drive process



Our impact areas

We are focused on driving positive impact in our three key areas:

- » **Safe:** We want fewer people killed or seriously injured on our roads.
- » **Sustainable:** We want to reduce harmful vehicle emissions for cleaner, healthier air.
- » **Connected:** We want well-planned communities and transport that better connect people and places.

We advocate for all Western Australians, whether they are wheeling, walking, riding, using public transport, driving or being driven. Our social and community impact activities are example of how we bring our policy positions to life.

Our top policy priorities

A safer WA

Safer speed limits

Develop a plan to review WA speed limits and trial reductions based on harm minimisation principles.

Regional road safety upgrades

Invest in low-cost safety upgrades such as shoulder sealing across as much of the regional network as possible.

Safer intersections

Roll out low-cost urban intersection safety treatments such as raised safety platforms and upgrade unsafe intersections on major highways.

A more sustainable WA

Improved fuel quality and emissions standards

Implement better fuel quality, tight noxious emissions standards and impactful mandatory fuel efficiency standards.

More electric vehicles

Accelerate the uptake of electric vehicles.

Road user charging reform

Develop a new road user charging model encompassing all vehicles, to replace the array of existing fees and charges.

A connected WA

Reduced reliance on cars

Provide more travel options by investing in infrastructure, reducing urban sprawl and designing communities connected to services and job opportunities.

More affordable transport

Keep the cost of motoring and public transport at or below the rate of inflation by freezing vehicle registration fees and public transport fares for three years.

Better planning of our communities

Integrated transport and land use planning that encourage social interaction, connect people with the things they need and with more choice in how they get around.

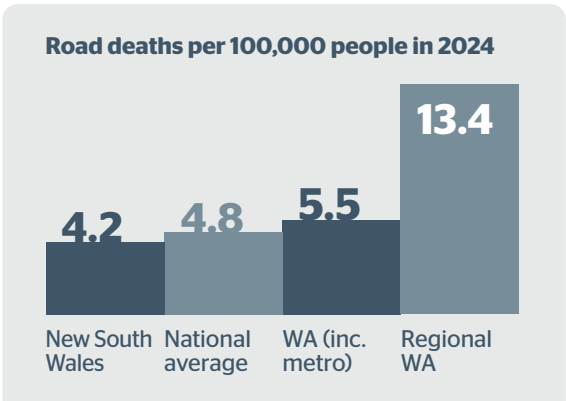


Interested to know more? Read about or current policy positions in our latest Public Policy document

Safe

The challenge

» In WA, more than 3 people are killed and approximately 30 seriously injured every week due to road trauma¹.



» Over the past five years (2020 to 2024), 842 people died and 7,605 people were seriously injured on WA roads⁴.



The role of speed in crash severity³

- » the risk of a pedestrian being killed in a crash with a vehicle rapidly increases at impact speeds above 30km/h and doubles from 40km/h to 50km/h.
- » the chances of a vehicle occupant being killed in a crash when colliding with another vehicle significantly increases for side impact collisions above 50km/h and for head-on collisions above 70km/h.

Our targets for Western Australia

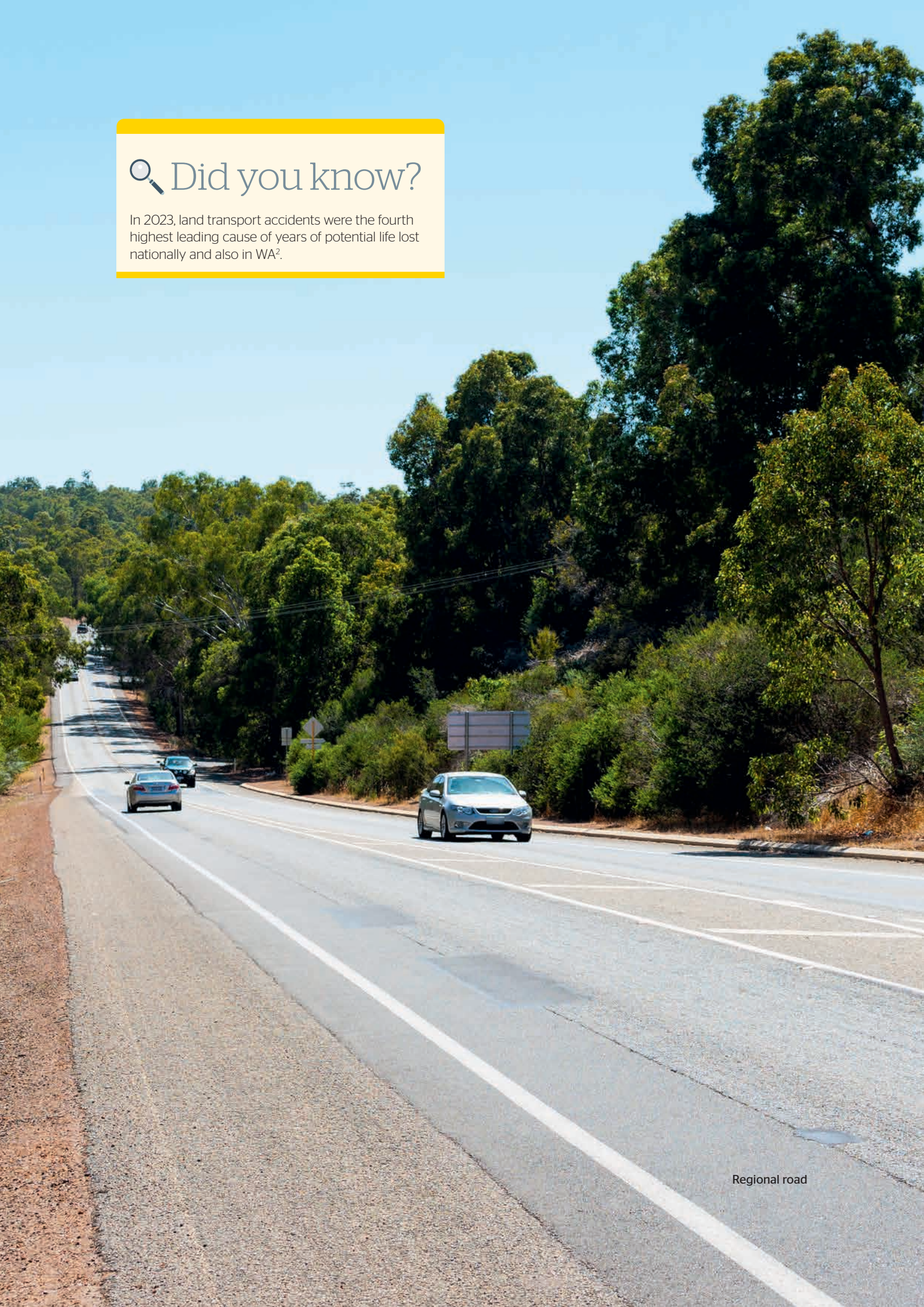
50% reduction in serious injury rate

50% reduction in fatality rate



🔍 Did you know?

In 2023, land transport accidents were the fourth highest leading cause of years of potential life lost nationally and also in WA².



Regional road



Electric vehicle charging

Sustainable

The mobility choices we make today should not impact negatively on the lifestyle and choices of future generations. Research suggests that human activities, principally through emissions of greenhouse gases (GHG), have unequivocally caused global warming⁵. During fuel combustion, petrol and diesel fuelled vehicles emit a range of airborne pollutants and greenhouse gases – like oxides of nitrogen (NO_x), carbon dioxide (CO₂) particulate matter (PM_{2.5} and PM₁₀), hydrocarbons (including methane, benzene, toluene, xylene, and benzo[a]pyrene), carbon monoxide (CO), oxides of sulfur (SO_x), and ozone (O₃) – which are harmful to our health and the environment.

The challenge

- » It is estimated that more than 11,100 Australian adults die prematurely each year due to exposure to traffic emissions⁶.
- » In 2021, Australia recorded the highest total oxides of nitrogen (NO_x) emissions per capita of all OECD countries; its figure of 109kg per person was almost six and a half times the OECD figure⁷.
- » In Australia, in 2023, road transport nearly 18 per cent of national carbon dioxide equivalent (CO₂-e) emissions with cars alone accounting for nine per cent of national emissions. In WA, road transport contributed over 12 per cent of the state's CO₂-e emissions, with cars accounting for six percent of emissions⁸.
- » In 2024, battery electric vehicle (BEV) and plug-in hybrid electric vehicle (PHEV) sales represented 13 per cent of new vehicle sales in Australia, lagging behind the global average of 22 per cent⁹.
- » Inadequate public charging infrastructure (particularly in regional areas) is continually raised as a barrier to EV purchase and highlighted as a downside of EV ownership. Although most EV owners in WA charge at home¹⁰, public charging infrastructure must be available to encourage and support increased EV uptake.
- » Australia has a high number of EVs per public charging point compared with other countries, at 76 per public charging point as of 2024 (compared with between 10 and 30 in most IEA member countries), leading to long wait times. Australia has less than 0.5kW of public charging per EV, which is again low compared to other countries⁹.
- » Infrastructure Australia has identified the need for more EV fast chargers on national highways as an issue of national significance¹¹.

RAC Air Health Monitor

Through the first RAC Air Health Monitor we are gathering early key findings related to traffic-related emissions.

You can find out more about the RAC Air Health Monitor on page 40.

Our targets for Western Australia

20% reduction in CO₂ emissions from cars

15% reduction in NO_x emissions from cars



Connected

How our cities, towns and neighbourhoods are planned, designed and managed influences many aspects of our lives. Like where we live, work, and socialise, and how we move around. How physically and socially connected we feel to the people and places that matter to us has a powerful impact on our quality of life and overall wellbeing. Communities are strongest when they feel connected.

Our state is vast, and our population will continue to grow. While this brings many benefits, it also creates significant challenges in accommodating growth, catering for the increasing demands on our transport system and enhancing access to employment, education and other essential services and amenities. All without losing the things that make our local areas great places to live.

Did you know?

According to the Australian Automobile Association's Transport Affordability Index:

Perth and Bunbury households spend around

16% of their income
on transport

which equates to over

\$24,000 per year
for Perth households

and almost

\$23,000 per year
for Bunbury households

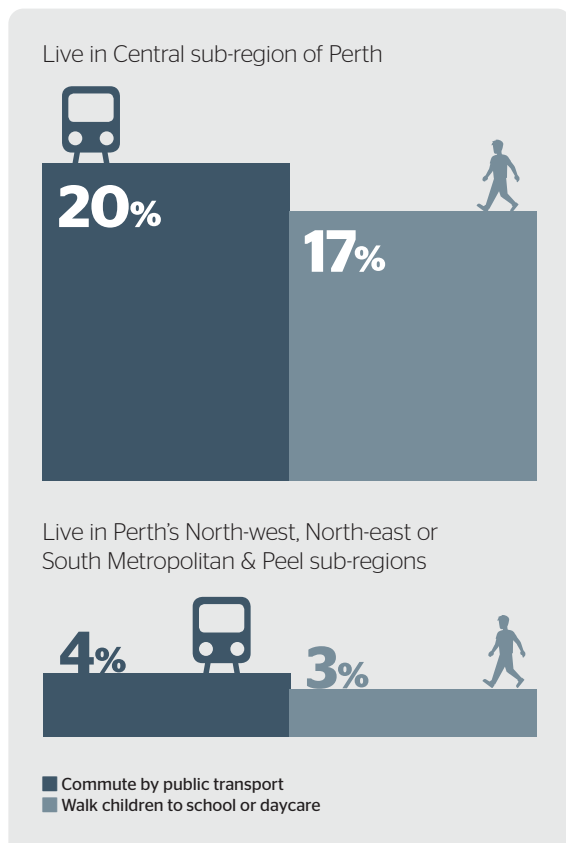
In the last five years the typical Perth household has paid nearly \$14,000 for public transport. Prior to the introduction of the two-zone cap in January 2022, the typical Perth household spent more on public transport than any other Australian capital city. Since the two-zone cap was introduced, Perth households spend less than Sydney and Melbourne households.

In January 2026, a new one-zone cap will be introduced which will reduce the cost of a trip with a Smartrider with auto-load to \$2.80. This will make public transport considerably more affordable than other major capital cities, except for Brisbane, which in 2024 introduced a 50-cent flat fare.

We need to ensure the cost of transport remains affordable while providing greater choice and encouraging the use of active and cleaner modes.

The challenge

- » An estimated 4.2 million private car trips are made each day in Perth, with 2.8 million of these trips being under five kilometres¹². Most people can cycle five kilometres in about 20 minutes, so these shorter vehicle trips are the most easily replaced by cycling or eRideables.
- » Only 34 per cent of Perth metropolitan-based members are satisfied with their commute when travelling by car in peak hour five days a week, versus 53 per cent for those who do so a few days a week or less¹³.
- » The use of public transport, as well as walking children to school and daycare, is higher for those living in the central sub-region of Perth compared to those living in Perth's northwest, northeast and south metropolitan and Peel subregions. Critical priority connections between activity centres and destinations remain under supported by public and active transport infrastructure¹³.



- » Perth is known as one of the most sprawling cities in the world. There is greater support for more efficient development, where 75 per cent of members support urban infill. This involves developing vacant or underutilised land within existing areas, capitalising on existing infrastructure and amenities and supporting higher rates of walking and public transport use. Only 36 per cent of members support urban sprawl, which expands our city boundaries by clearing land on the urban fringe¹⁴.

Did you know?

Fuel may be the most frequent car expense for drivers, but it makes up just a fraction of the total cost of running a car. Over a year, the total costs can run into thousands of dollars. The RAC Car Running Costs Guide provides an up-to-date breakdown of the weekly, monthly and annual costs associated with owning and running a car in WA.

This year, we assessed 80 popular vehicles across 11 categories ranging from small cars to medium SUVs, utes and EVs. We looked at expenses including fuel, servicing, loan repayments, registration and depreciation. The calculations are based on a five-year ownership period, so we included details such as a set of tyres and a replacement 12-volt battery.



See the full list of cars in this years survey

Our targets for Western Australia

5% reduction in vehicle kilometres travelled by car

5% increase in our connected communities score



Cost of private motoring remains at or below CPI



Cost of public transport remains at or below CPI

Safe activities and initiatives

No matter how we choose to move around, we should be safe in doing so. All of us have a responsibility to ensure our roads and transport system are safe for everyone.

To improve safety, we need to take a Safe System approach. That is, safe road users, safe vehicles, safe roads and roadsides, safe speeds and post-crash response. The Safe System approach builds layers of protection around road users so that, if one layer of the system fails, other layers will still protect the road user for death or serious injury. All of us make mistakes and the human body is fragile. The road system must be designed to ensure that making a mistake on our road doesn't lead to serious harm. We seek to align our social and community impact activities and initiatives with the Safe System approach.

This year, to help drive positive outcomes, we've progressed a range of activities and initiatives with our members, the community, government and partners. This has included things like representing road users on the Road Safety Council; presenting at the Australasian Road Safety Conference; collecting and sharing insights about child restraints in vehicles; involvement in the Driving Change Road Safety Action Plan Implementation; and representation on the Perth Inner City Group's 40km/h speed zone project.



Influencing

The Regional Road Safety Program

Since 2019, we've been calling on the State and Federal governments to fully fund a landmark State Government proposal to deliver low-cost safety treatments, such as sealing shoulders, installing audible edgelines, medians and/or centrelines, to address run-off-road and head on crashes across thousands of the state's regional road network. These roads connect nearly every regional town and community in WA.

Early evidence indicates that the Regional Road Safety Program is having a positive impact. In the four years since the program commenced, there has been a 16 per cent reduction in fatal and serious injuries on state regional roads compared with the five years prior to the program commencing, whereas there has only been a 4 per cent reduction on local regional roads.

We have continued to make the program the key focus of our State and Federal budget submissions each year, and we've been undertaking a range of government and stakeholder relations activities.

Since advocacy commenced in 2019, around 10,000km of the state road network has been treated. But it is critical the program is rolled out in full, so that the safety benefits are realised across the whole state regional network. \$108 million has been allocated to the program for the next tranche commencing in 2025/26.

High-speed Local Country Roads Initiative

The Regional Road Safety Program almost exclusively focuses on State Government managed regional

roads. However, half of regional fatal and serious injury crashes occur on local government managed roads. There is a need for a new low-cost program, akin to the RRSP, but tailored to local government roads.

In late 2022, RAC commissioned the National Transport Research Organisation to develop a business case to seek funding to improve the safety of sealed, high-speed local government roads in WA, with the WA Local Government Association (WALGA) and Main Roads WA as project partners.

We are calling for road safety treatments to 8,200 kilometres of high speed sealed local country roads. This is currently costed at \$552 million. The program could prevent more than 600 fatalities and serious injuries over a 30-year period.

During 2024/25 Main Roads WA appointed a Program Manager for the expansion of the Regional Road Safety Program to local government roads and created an advisory group that RAC is represented on. Program management guidelines were developed along with a priority road list, with local governments invited to apply for road upgrades under the program. Tranche 1 of the program will commence in 2025-26.

Through joint advocacy with WALGA all three major WA parties committed funding to the program in the lead up to the 2025 State Election. This year, the State Budget included \$250 million over five years towards the initiative. We will continue to advocate for federal investment in the program.

RAC Go

Launched in March 2023, the RAC Go app is designed to promote safer driving habits through personalised coaching and data-driven feedback. After each journey, the app provides a rating, highlights driving strengths, and offers suggestions for improvement.

RAC Go is more than just a driving app – it's a safety tool. This year, we enhanced the app to offer more value and features, prioritising family safety and group driving behaviour. We integrated RAC services and useful information for a better experience:

- » Live location sharing.
- » Crash detection and towing services.
- » Roadside assistance 'click to call'.
- » RAC Air Health Monitor information.
- » FuelWatch integration.
- » Notifications for places of interest.
- » Road safety competitions.

The new 'click to call' 24/7 roadside assistance feature provides statewide coverage for

professional assistance in the event of a breakdown. Since launching in November, the feature has been used at least once a day on average.

Further, the real-time crash detection feature enables an immediate response if a crash occurs – instantly providing the option to notify emergency services or call for towing. This feature reduces emergency response times, notifies members of your group, and provides an easy and accessible technology for immediate post-crash care.

We want to ensure all WA drivers have access to RAC Go – the app is free for all users.

This year, RAC Go had 25,000 registered users.



Change your driving for the better with the RAC Go app

✓ Influencing

Participation in the Road Safety Commission's eRideable review

eRideables have a clear role in enabling a sustainable, connected, and inclusive urban transport network, but safety standards, regulations, policies and infrastructure need to be optimised to support their safe integration into our road and path network, enabling a range of transport and social benefits to be achieved.

In 2025, WA's Road Safety Commission completed a review of the state's eRideable road rules, covering devices such as eScooters and eSkateboards. The objectives of the review were to identify initial learnings since regulations were introduced in 2021 and opportunities to further support the safe use of eRideables in the WA context, covering:

- » changes to the eRideable road rules
- » improvements to education and engagement activities
- » emerging issues requiring further research, and
- » any available data on eRideable use in WA.

We were grateful to be a consulted stakeholder and were pleased to see multiple recommendations align with our feedback, including: conducting targeted education and awareness activities for school aged children and their parents about buying eRideables, the rules, rider courtesy and safe riding behaviour; removing the prohibition on eRideables travelling on roads that have a dividing line or median strip if the road is low speed; providing alternatives to giving hand signals where it is unsafe for the rider to do so; and examining solutions to increase clarity on what constitutes a footpath versus a shared path and to address issues with the signage/road markings of bicycle lanes.

We also made a submission to the WA Parliament Community Development and Justice Standing Committee's *Inquiry into the safety, regulation and penalties associated with the use of eRideables*. We welcomed the inquiry as an opportunity to build on the eRideable review, and to help ensure we have the necessary safety standards, regulations, policies and infrastructure that allows these devices to be used safely.

✓ Influencing

Premier's Road Safety Roundtable

In September, the WA Government held a Road Safety Roundtable, attended by the Premier, Deputy Premier, Minister for Road Safety, Minister for Police, and industry and community stakeholders.

One of the key issues raised by RAC was the need for legislative changes for learner and novice drivers. This included:

- » Peer passenger restrictions for under 25-year-olds while on their red P plates.
- » Increasing the minimum learner period and number of supervised hours in the learner phase.
- » Strengthening the Graduated Licensing System for motorcyclists.

We welcomed the WA Government's announcement of new road safety measures for probationary drivers, including the new one passenger limit for red P-Plate drivers. In addition to the passenger restrictions, the WA Government will also conduct a review focused on learner and provisional driver schemes and training requirements for motorcycle and heavy vehicle licenses. We are represented on the Graduated Licensing Review Reference Group, through which we provided input into the development of discussion papers regarding improvements to the current licensing systems for car drivers and motorcycle riders.

Safer speed limits, regional road improvements, increased enforcement and compulsory road safety education for secondary schools were other initiatives put forward by RAC. In December, the WA Government released the *Driving Change Road Safety Action Plan 2024-2026*. Key actions aligned with RAC's priorities include: updating Main Roads WA's Speed Zoning Policy to ensure it is aligned with best practice; continuing to invest in the high-speed State-road network; expanding the Regional Road Safety Program to local government roads; improving safety at intersections; and implementing school road safety education for years 7-9.

RAC Rescue

RAC has proudly sponsored WA's 24/7 emergency rescue helicopters since 2003. The RAC Rescue helicopters deliver critical care, search and rescue, and emergency support to those in need across WA. The service is funded by the State Government and managed by the Department of Fire and Emergency Services (DFES). With over 50 per cent of missions responding to crashes both on and off the road, RAC Rescue's sponsorship is just one way we're helping to drive a safer WA.

Every time an RAC Rescue helicopter lifts off, a highly skilled crew is on board. From the moment a call comes in, they can be airborne within 15 minutes, trained and prepared for some of the most complex and high-stakes situations such as a serious crash, a medical emergency on the water, or a rescue in rugged terrain. Since 2003, the RAC Rescue helicopters have flown more than 10,500 missions from their Jandakot and Bunbury bases.

The RAC Rescue helicopters have recently been upgraded to new and improved AW139 helicopters.

Funded by the State Government, these state-of-the-art helicopters are customised to the needs of the flight crews to enhance the capability of this life-saving service. RAC Rescue now responds faster and reaches further to more of WA than ever before.

Over the past five years, the RAC Rescue helicopters have a yearly average of:

- » Flying 130,539 mission kilometres
- » Flying more than 1,481 hours
- » Completing 596 missions
- » Transporting 408 patients
- » Responding to 320 road crash rescue incidents

Since 2017, the RAC Rescue Experience has travelled around WA giving members and the community a virtual reality experience of the life-saving service. The four-minute, 360-degree experience takes participants on a mission onboard one of the RAC Rescue helicopters. This year, over 9,800 people took the opportunity to virtually experience a simulated rescue mission, through 28 regional and metropolitan events.

Image credit - Ross Evans, Albany SES

Bluff Knoll Rescue, May 2025



Connecting with the community through footy

We are proud to partner with WA footy, supporting both the Fremantle Dockers and West Coast Eagles AFL and AFLW teams throughout their seasons. As the naming rights partner of one of WA's most watched sporting events, the RAC Derby, we leverage this platform to engage passionate footy fans with crucial road safety messages. During the three (AFL and AFLW) RAC Derbies of FY25, we delivered our 'Change your speed, change your outcome' message to 115,872 footy fans at the game and 1,065,857 through broadcast.

This year, we expanded our efforts by teaming up with the South Fremantle Football Club, with support from East Fremantle Football Club, to launch the first-ever WAFL RAC Derby. This partnership included player education sessions facilitated by Happiness Co, targeting both the under 19 female Rogers and under 19 male Colts playing groups. These sessions aimed to initiate conversations about mental health and road safety among young footballers, focusing on peer pressure, resilience, and mental health, and how these factors can influence the decisions young drivers make behind the wheel. A post-workshop survey showed that:

86%

of respondents said that the workshops gave them tools or strategies to stay calm and make good decisions while driving

100%

of respondents feel more confident saying no to someone who may be asking them to do something unsafe while driving following the workshops

South Fremantle CEO Cameron Britt welcomed the partnership, noting the personal impact road trauma has had on the club community. "We've seen firsthand the ripple effect road trauma can have. This is a fantastic opportunity to educate players on making good choices."

Did you know?

Every five hours, one person is killed or seriously injured on WA roads. This means that during the time it takes for the Derby to finish, someone in WA will have been killed or seriously injured.



National Road Safety Week

Each year, National Road Safety Week (NRSW) shines a spotlight on the devastating impacts of road crashes on our community and underscores the importance of safe road use. With speed being a major contributor to WA's poor road safety record, our message for NRSW remains focused on safer speeds – 'Change your speed, change your outcome'. This year, we extended NRSW to span the entire month of May, with activations occurring at various points from May 5 to June 1.

This year, we launched an activation called 'Slow down and smell the flowers', where our team distributed 2,256 flowers to our members and the WA community – one dozen flowers for each of the 188 lives lost on WA roads in 2024. These impactful and colourful packages served as a positive way to share the serious message about road safety.

1,656

packages were handed out by RAC volunteers to the public in Murray Street Mall

400

packages were distributed by RAC Patrols to members requiring roadside assistance

200

flowers were given to Curtin University students

To further support NRSW, we partnered with Hyundai to deliver the message 'Let's keep WA roads safe'. As joint partners of RAC Arena, we achieved significant ownership of our messaging across events in May. This included activations on netball game days, allowing us to engage with fans of all ages.

We also held a safe driving competition within our RAC Go app, encouraging new users to download the app and share their commitment to safer driving.

✓ Influencing

Risky Roads

RAC Risky Roads is the largest survey of its kind in the state, highlighting the safety concerns of WA road users. People can nominate any road or intersection they feel poses a safety risk for motorists, bike riders, motorcycle riders, pedestrians or others, from local streets to major highways. We use the survey results from all road users in our work with governments and road safety authorities to improve key problem areas and reduce the number of serious injuries and deaths on WA roads.

More than 18,000 nominations were received state-wide for the RAC Risky Roads survey – the highest number on record for the survey. Over 50 per cent of respondents said they had been involved in or witnessed a crash or near-miss on their nominated road.

2024 Risky Roads

Metropolitan WA - Top Risky Roads

- 1 Mitchell Freeway Southbound - West Perth
- 2 Archer Street - Carlisle
- 3 Guildford Road - Mt Lawley to Bayswater

Metropolitan WA - Top Risky Intersections

- 1 Baldivis Road and Kulija Road - Baldivis
- 2 Canning Highway, Rome Road and Hislop Road - Melville
- 3 Armadale Road and Eighth Road - Armadale

Regional WA - Top Risky Roads

- 1 Great Northern Highway - Pithara to Wubin, Newman to Port Hedland
- 2 Great Eastern Highway - The Lakes to Coolgardie
- 3 South Western Highway - Boyanup to Walpole

Regional WA - Top Risky Intersections

- 1 Chester Pass Roundabout, Albany
- 2 Nancarrow Way and Pinjarra Road - Ravenswood
- 3 Bussell Highway and Tuart Drive - Yalyalup

Survey results highlight road user concerns and helps to call for funding for upgrades to address identified safety issues:

Baldivis Road and Kulija Road Intersection

In early 2025, the State Government announced \$7 million in funding for upgrades, including new traffic signals and an additional westbound through lane on Kulija Road.

Signalised pedestrian crossings

In 2025, the State Government announced \$8.5 million in funding to provide one permanent signalised crossing on North Road in Albany with a further \$17.7 million committed for more signalised pedestrian crossings, replacing 19 warden-controlled school crossings.

When we analysed the nearly 1,800 nominations from a pedestrian perspective, the main risk of “unsafe or poor pedestrian crossing” received the highest number of nominations (46 per cent) with the next highest nomination being “vehicles travel over the speed limit” (10 per cent), showing that the ability to cross the road is the highest concern for people walking. High level themes were identified through the comments section including dangerous crossings (especially near schools and bus stops on major urban roads), poorly designed intersections and inadequate footpaths.





Gracetown

Case Study

Safer Speeds Trial

Improving road safety outcomes through holistic speed limit reductions focused on harm minimisation.

Why

Decreasing your speed while driving decreases your stopping distance, giving you more time to react to a mistake or an unexpected hazard.

If you do crash, a lower impact speed means lower impact force, reducing the risk of serious injury or death. A 10 per cent decrease in speed typically reduces deaths and serious injuries by up to 30 per cent in high-speed environments.

What

The Safer Speeds Trial (the Trial) is a partnership between the Shire of Augusta Margaret River and RAC, with support from Main Roads WA. We're lowering speed limits on approximately 550 roads in the Shire to save lives and prevent serious injuries on local roads.

The Trial is testing a new approach to setting speed limits, focusing on harm minimisation and analysing roads in a holistic, area-wide way. This means there are consistent new speed limits across similar road types.

How

In most local governments across WA, speed limits are changed on a case-by-case basis, when a submission is made by a local government to Main Roads WA. For this Trial, we have reviewed the speed limits for the entire road network managed by the local government. Given the scale of the Trial, the approach we took to assessment has been both holistic and consistent with Main Roads Speed Zone guidelines.

The speed limits were chosen by considering multiple factors including:

- » Research on best-practice approaches.
- » Nominations for speed limit reductions from the community in 2022, followed by further community consultation in late 2024.
- » Petitions and requests from the community for speed limit reductions.
- » History of crashes resulting in fatalities and serious injuries.
- » Traffic volumes.
- » Changes in land uses, such as new housing developments and subdivisions.
- » Safety features of roads.

Impact

The Trial commenced in May 2025, with new speed limit signs being progressively installed throughout the Trial area over several months. Comprehensive evaluations will take place 12 months after the Trial commences and then after three years.

The Trial will measure:

- » The extent lower speed limits assist in preventing people dying or experiencing life changing injuries on our roads.
- » Whether using an area-wide approach to changing speed limits is more impactful than the current case-by-case approach.
- » Whether more consistent speed limits reduce confusion and frustration for road users.
- » How lower speeds through town centres and residential areas impact people who walk, ride, scoot and drive.



A small increase to your journey can be a big difference for road safety. Explore the speed limit changes.

Case Study

Tow Safe

Helping prepare you for your next adventure.

Why

Regional Western Australia is home to some of the most beautiful places in the world. As more people choose to holiday and travel within WA, we continue to see a rise in the number of caravans on our roads. This often means new caravan owners are navigating unfamiliar routes and towing setups, which can pose serious safety risks.

With regional WA consistently overrepresented in road fatalities, we continue to provide education and training around safe driving and towing practices.

What

We launched Tow Safe caravan safety workshops in 2020, providing opportunities for new and experienced caravanners to develop or enhance their knowledge around safe towing for their next adventure. Caravans can be challenging at times to tow and manoeuvre, so we provide free caravan safety sessions with a professional instructor. Participants learn how to safely reverse a caravan, check tyres, and load a caravan or trailer correctly.

Our Advanced Tow Safe Course, launched last year, invites Tow Safe 'graduates' to learn about more technical towing content and provides a more extensive opportunity to practice towing skills and reversing under more challenging conditions.

This year, we developed a series of online videos that focus on specific components of the Tow Safe content, serving as a tool for all caravanners to refresh and maintain their knowledge and awareness.

How

The workshops run for two hours, and include a talk on the safety, legalities and practicalities of towing. Participants can practice their towing and reversing skills safely under the guidance of a professional instructor in a controlled environment.

Impact

The popularity of the program has continued to grow along with the market for new and used caravans. Due to the existing demand for courses, as well as featured Tow Safe demonstrations at the 2025 Perth Caravan and Camping Show, we increased the number of workshops available this year:

84 Tow Safe sessions delivered across 28 event days

26 Tow Safe (Advanced) sessions delivered across 13 event days

1,590 participants learning about safe towing with Tow Safe and Tow Safe (Advanced)

Since the program's inception, 576 sessions to 6,588 participants

56% of caravan safety session participants were new to caravanning

100% of participants rated their experience participating in the caravan safety session as positive to extremely positive

Our participants get a lot from the caravan safety sessions:

I was extremely impressed that this is a free resource available to the public. Particularly considering the quality of the course. I've attended adult learning courses before, and as a teacher I am rarely impressed in the quality of the instruction and delivery of the content. Will absolutely be completing the advanced course if we go ahead and purchase a caravan of our own.

Absolutely amazing session - would highly recommend to anyone even thinking about towing a trailer or caravan. I firmly believe anyone wishing to tow a caravan should have to attend a mandatory session like this before they can register their vehicle.



Want to take the worry out of preparing for your next WA adventure? Make the most of RAC's free caravan safety training sessions with Tow Safe.



Caravan tow

Did you know?

Our Safer Cars commitment

We recognise that safer cars can save lives. When it comes to safety, not all cars are created equal. They can provide very different levels of safety in a crash and have differing abilities to help you avoid one. So, in 2012, we demonstrated our commitment to road safety by choosing to not insure or finance any vehicle from then onwards which has been rated by the Australasian New Car Assessment Program (ANCAP) and didn't achieve 4 or 5 stars.

ANCAP, which is supported by RAC and Australia's other motoring clubs, uses a range of tests to simulate how cars are likely to perform in a crash and the likely injuries to occupants and other road users involved. ANCAP also evaluates a car's ability to avoid or minimise the severity of a crash through active collision avoidance technologies and assesses cars on the safe rescue and extrication of occupants in the event of a crash. Cars are given 0 to 5 stars, with 4 and 5 star cars being much safer.

We've consistently called on Government for the display of ANCAP star ratings to be mandatory at the point of sale to help drivers prioritise safety when buying a new car.

If you have or are thinking about buying a used car, the Used Car Safety Ratings (UCSR) program reviews crash data from more than nine million vehicles involved in police-reported road crashes, covering hundreds of vehicle models to give each car a star rating.

Do you know your car's safety rating?

74% have heard of ANCAP

29% have heard of UCSR

32% claim to know their main vehicles ANCAP rating

<1 in 3 members can identify that a 2019 vehicle with five star ANCAP rating is less safe than a 2022 vehicle with a five star ANCAP rating

RAC Member Priorities Tracker, June 2024, n=411

Case Study

Young Driver Road Safety Program

Supporting young Western Australians to drive safely.

Why

2024 was the worst year for road trauma in WA in almost a decade and young people continue to be overrepresented in KSI statistics. Drivers aged 17-19 experience the highest rate of KSI compared to any other age group, while young drivers aged 20-29 suffer the second worst rate of KSI. Without new and innovative approaches to road safety that engage younger generations, these rates are likely to persist or grow.

What

We made it a strategic priority to engage young people in ways that motivate and help them to drive safely. We have been working to discover, define and design initiatives that will be best suited to support young drivers, parents and key stakeholders to save lives and build safe and confident drivers for generations to come.

How

Following in-depth research into target groups, risk factors and desired behaviours, a phased approach was developed:

Phase One - enhancing WA's learn-to-drive process

Currently many learners are not being exposed to a range of driving scenarios and environments and are not equipped to drive competently once they pass the Practical Driving Assessment. Phase One seeks to:

- » Enhance the 50 hours of driving practice required of young drivers on their learner's permit.
- » Enable adults teaching learners to confidently engage with them in the learn to drive process.

We have engaged over 3,000 people through surveys, workshops and interviews so far. We met with learner drivers, parents, guardians and driving instructors, living regionally, rurally, and across Perth, and gained firsthand insight into the barriers, stressors, and opportunities to better support the learn-to-drive journey across WA communities.

One highlight was a two-day 'design hackathon' with 12 learner drivers from IDEA Academy who participated in an interactive design process. They developed four design concepts, which were subsequently put to a vote by 176 parent supervisors, 38 learners, and 2,027 RAC members.

The key opportunities that were endorsed included:

- » Supporting learner practice with in-vehicle technology.
- » Alternative forms of practice e.g. driving simulators and virtual reality.
- » Enhanced support for parents - practical tools and guidance to help them confidently supervise learner drivers.
- » Permanent or pop-up practice hubs.
- » Short form education videos for young people.

Phase Two - supporting and motivating novice drivers

While some P-plate drivers start driving independently with high levels of confidence, many lack the skills and situational awareness to navigate complex traffic scenarios and build safe driving practices. We have analysed initiatives from around the world and conducted in-depth interviews with novice drivers living across WA. A highlight was an in-depth Design Thinking process with the RAC Ignite Leadership Program participants. See page 60 for more details.

Impact

Next year, the design research process will continue with the development of low- and high-fidelity prototypes. These will be further tested through interviews and focus groups and validated through large-scale surveys and feedback sessions with our members and the community. We will work with our stakeholders to pilot the finalised concepts before considering what form they can take for ongoing delivery.

Our goal is to foster safe and confident drivers for future generations. We look forward to progressing the research, ideas and concepts alongside our members and the WA community to see the impact they have in years to come.



🔍 Did you know?

When asked who has the most responsibility for addressing road deaths and serious injuries, our members say:

58% road users

18% State Government

12% WA Police Force

10% Australian Government

2% local government

1% motor vehicle manufacturers

RAC Member Priorities Tracker, May 2025, n=309

Learner driver

Sustainable activities and initiatives

The mobility choices we make today should not impact negatively on the lifestyle and choices of future generations.

To reduce harmful emissions from vehicle travel, we need better planned cities that reduce how far people need to travel, greater uptake of active and public transport, low and zero emission vehicles, better fuel quality, tighter noxious emissions standards and mandatory CO2 emission standards for new vehicles. More broadly, reducing reliance on non-renewables electricity generation is important to further reduce lifecycle emissions for EVs in Australia. We're continuing to support our members and our people to make more sustainable transport choices.

This year, we have seen the commencement (from January 2025) of the Australian Government's New Vehicle Efficiency Standard (NVES) – an advocacy priority that we reported previously. The NVES encourages auto makers to supply more efficient vehicles to meet mandatory CO2 emission targets across the fleet of new cars sold each year¹.

To continue to drive positive outcomes, we've developed and progressed a range of activities and initiatives with our members, the community, government and partners. This has included our ongoing participation on government working groups such as the WA Advocacy for Consumers of Energy Forum and Air Quality Coordinating Committee, advocating our key policy and infrastructure priorities, including submissions on reducing transport emissions to assist the transition to net zero, and collecting and sharing insights on EV ownership.

✓ Influencing

Submission to the Department of Infrastructure, Transport, Regional Development, Communications and the Arts' *Transport and Infrastructure Net Zero Consultation Roadmap*

Australia's transport sector is the third largest source of Australia's greenhouse gas emissions. Since 2005, transport sector greenhouse gas emissions have increased by 19 per cent, without action, and are projected to be the largest source of emissions in Australia by 2030.

The Australian Government is committed to reducing greenhouse gas emissions to 43 per cent below 2005 levels by 2030, achieving net zero emissions by 2050.

This year, we made a submission to the Australian Government's Transport and Infrastructure Net Zero Consultation Roadmap, which sought feedback on potential decarbonisation pathways for transport and transport infrastructure, as well as the actions or policies needed to support them.

Our submission aligned with our social and community impact priorities, focussing on the importance of setting ambitious targets which are transparently measured and reported; leveraging transport and land use planning and decisions; enabling and increasing active and public transport use; reducing the known barriers to the uptake of electric vehicles; and reducing the lifecycle emissions from vehicles.

✓ Influencing

Electric Vehicle Owner Survey

This year, we conducted a survey of 1,095 of our members who own a battery EV to find out their views and experiences of EV ownership.

- » Nearly all EV owners (96 per cent) believe they made the right decision to purchase an EV over a traditional internal combustion engine (ICE) vehicle.
 - > The top three reasons cited by EV owners for buying an EV instead of a traditional ICE vehicle were because EVs are easier to service and maintain (70 per cent), cheaper to power (67 per cent) and reduce their contribution to air pollution (66 per cent).
 - > The things they like most about owning an EV include the convenience and cost savings of charging at home, the driving experience, the environmental benefits and minimal maintenance requirements.
- » EV owners were most concerned about the adequacy of charging infrastructure, particularly in regional areas, associated 'range anxiety', and the high purchase cost of EVs.
- » Most EV owners (87 per cent) live in a separate house (as opposed to a town house or apartment) and nearly all EVs are parked off-street overnight, predominantly in a garage (71 per cent). Nearly all EV owners (97 per cent) charge their vehicles at home and report high levels of satisfaction (91 per cent) with home charging.
- » Most EV owners who charge their vehicles at home do so during the day (66 per cent) with many citing the use of solar power as the main reason, while owners who charge their vehicles overnight (34 per cent) cite cheaper electricity tariffs. Over three quarters (79 per cent) of EV owners have solar panels at home, and 18 per cent also have a solar battery.
 - > High cost was the main barrier to installing these although housing situation, particularly for those renting or living in apartments, was another key reason given for not installing solar panels.
- » Public charging and destination charging facilities (e.g. at shopping centres and workplaces) are used far less frequently than home charging, with in each case over four in ten having never used them. While satisfaction with public charging was lower than for other elements of EV ownership, 67 per cent still reported being satisfied.
 - > Suggested improvements to public/destination charging facilities in WA included: more charging stations, particularly fast chargers, in more locations, especially in regional areas; improving the reliability and maintenance of existing chargers; and enhancing charge station amenities (e.g. with shade and restrooms).

We have shared the key findings with State and Federal Government agencies to provide an update on the EV owner trends, insights and attitudes, which we hope will continue to improve the experience of EV driving and encourage drivers to make the switch away from ICE vehicles.

Spotlight on RAC Electric Vehicle (EV) Car Share

We continued the RAC EV Car Share Project supported by local startup Mojo Car Share. We provide a carpool solution that supports our sustainability pillar for our people at our West Perth Koorlup business.

Since launching in November 2022, over 1,200 bookings were made and 66,946 zero tailpipe emissions kilometres travelled.



Case Study

RAC Air Health Monitor

Australia's most comprehensive air quality monitoring network and system for healthier air.

Why

Air pollution causes harm to human health and the environment. In major cities across Australia, like Perth, motor vehicles are a key source of emissions. It is estimated more than 11,100 Australian adults die prematurely each year due to exposure to traffic emissions. We want to reduce harmful vehicle emissions and deliver proactive initiatives to improve air quality for current and future generations.

What

The award-winning RAC Air Health Monitor (AHM) is the biggest air sensor network in Australia. Through it, we're seeking to understand Perth's current air quality to identify and encourage action around policy, investment, and individual behavioural change to address harmful vehicle emissions.

The AHM measures particulate matter (PM_{2.5} and PM₁₀) and nitrogen dioxide (NO₂). Our interactive map hosted on our website can be accessed anywhere, anytime. The colour on the map indicates the health of the air and the zoom can be adjusted to get a closer look at a location or area in Perth or Peel. Users can check air quality in real-time or view historical data to see how things have changed over time.

How

The AHM is comprised of a network of over 200 air quality sensors which feed localised measurements into a model and a real-time map. The model and map include inputs from real-time traffic data, meteorology and industrial activity.

The air quality sensors are built by Californian technology company, Clarity, which has deployed its next-generation, highly accurate sensors in more than 85 countries. Shair, who is a part of global environmental consultancy firm Ramboll Group, connect the dots between multiple data sources including Clarity sensors in a sophisticated model that combines chemistry and physics, creating richly visualised, real-time air quality information across Perth and Peel.

A key contributor to the success of the project has been the relationships of stakeholders as hosts of an air quality sensor. We have partnered with local governments and agencies, industry, and the education sector to install fixed air quality sensors at strategic locations based on a criterion including proximity to highways and main roads, pedestrian areas, industrial density, and areas with high vehicle idling trends.

Impact

The AHM is a powerful interactive tool for the WA community and provides the foundation for supporting sustainability campaigns, air health initiatives and engagement opportunities.

Analysis has shown that no area in Perth is immune from unhealthy air. The AHM has recorded more than 18 million measurements across all three pollutants at a localised level. Between July 2024 and June 2025, there were 73,194 24-hour measurements generated, which showed:

- » PM_{2.5} - 1,208 measurements above World Health Organization (WHO) threshold
- » PM₁₀ - 321 measurements above WHO threshold
- » NO₂ - 20,539 measurements above WHO threshold

This year, we deployed ten black carbon modules across the AHM network. Black carbon is a combustion-derived component of fine particulate matter (PM_{2.5}) primarily emitted through the burning of biomass and fossil fuels. It serves as a reliable indicator of pollution from such sources, contributing not only to poor air quality but also to climate change. Inhalation of black carbon is associated with increased cardiopulmonary disease risks and premature mortality, making it critical pollutant from both environmental and public health perspectives.

Key achievements

- » Winner 2024 Clean Air Society of Australia and New Zealand (CASANZ) Industry Excellence Award



**Find out the air quality
in your area**

Did you know?

Children are at a higher risk of being impacted by traffic emission exposure than adults – this is because their lungs are still developing, and they breathe more air per kilogram of body weight than adults⁶.

Idle Free Schools is a campaign to raise awareness of how leaving your car on idle creates air pollution and causes harm to humans and the environment. We've developed a toolkit complete with resources and information to make it easier for schools and students to be empowered to tell their community that air quality matters. Whether a school uses one or all the resources, every action – big or small – can have an impact.



**Read and download
our Idle Free resources**



Case Study

RAC Electric Highway®

We've inspired the journey to more sustainable mobility across WA.

Why

Over the last decade, the world has experienced a shift towards electric vehicles (EVs), a more sustainable and environmentally friendly option compared to internal combustion engine (ICE) vehicles. At the beginning of 2015, there were 174 EVs registered in WA.

With movement happening globally, we could see the potential for low and zero emission vehicles to support a shift away from fossil fuelled transport and reduce harmful vehicle emissions for cleaner, healthier air. We could see the challenges for early adopters, not least range anxiety and lack of charging infrastructure. We started calling for investment in charging infrastructure to prepare our road networks for the uptake of EVs.

At the end of 2024, there were just over 25,000 EVs on WA roads, with access to more than 150 charging stations across the state. And based on our member surveys, half of RAC members would consider an electric or hybrid car for their next vehicle.

What

In 2015, we built an Australian-first, the RAC Electric Highway®. We wanted to 'open the road' between Perth and WA's South West for EV drivers, reducing range anxiety and encouraging charging in regional towns. We also wanted to inspire and encourage interested WA motorists to consider the switch to an EV.

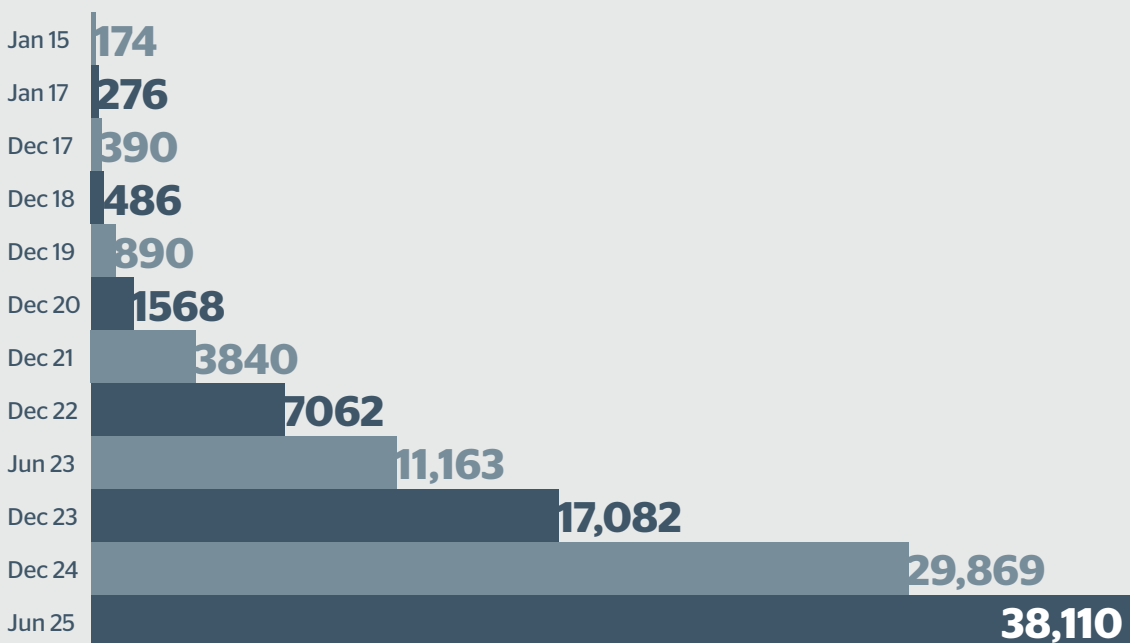
Initially, the Highway comprised eleven charging stations, and over time this expanded to 16 charging stations with 27 chargers. The Highway aimed to support the charging needs of EV drivers, while serving as a catalyst for increased investment towards more charging infrastructure across WA.

How

The implementation of the highway was funded by RAC, with partnering local governments becoming the owners of their stations. The ultra-rapid charging stations at our Koorlup head office and at Australind are owned by RAC. We later installed destination chargers at select RAC Parks and Resorts locations that allow guests to plug-in and recharge their EV during their stay.

Access to the network is facilitated by Chargefox. Chargefox works with companies, governments, and local councils who own chargers nationwide, and the free Chargefox app enables drivers to find a charger and pay for a charging session.

Electric vehicles in WA



Source: WA Department of Transport (2025) https://www.transport.wa.gov.au/getmedia/3e79783b-7bdb-428d-adcb-d941bae63892/PROJ_P_WA_EV_analysis_summary_June_2025.pdf

Impact

The RAC Electric Highway has been instrumental in supporting the transition to EVs in WA and accelerating the journey to more sustainable mobility. The Highway was a catalyst project to encourage more charging infrastructure in WA, and with the number of EVs growing exponentially, our chargers are some of the busiest in the state and Australia.

We welcomed the *State Electric Vehicle Strategy for Western Australia* in 2022 which outlined the State Government's commitment to transitioning to clean energy and reducing vehicle emissions. The Strategy includes various initiatives and policies to support the adoption of EVs and the expansion of charging infrastructure, including the WA EV Network connecting Mundrabilla at the South Australian border to Kununurra in the far north of WA.

As we approached the 10-year anniversary of the Highway, we have concluded the promotion and partnership of this program with the eight local governments, following a positive surge in EV uptake and charger availability across WA. We will continue to strongly engage in this important policy space and advocate for governments to prioritise charging infrastructure and other improvements to accelerate the move toward low emissions vehicles.

The EV charging stations located at RAC's Koorlup office in West Perth, selected RAC parks and resorts and RAC Auto Service Centres are not part of this change and will continue to be owned and offered by RAC. RAC members will save 20 per cent within WA at these RAC owned locations, and 10 per cent at other Chargefox sites in Australia operated by other automobile clubs.

RAC Electric Highway® key highlights

- » Achieved more than 120,000 charging sessions since 2020
- » Equates to over 2,000 tonnes of CO₂ abatement or reduction of emissions
- » Across the Chargefox network in 2024, RAC Electric Highway charging stations appeared five times in the top ten of WA chargers. The West Perth DC station was the number one highest used station in WA (providing 16,758 charging sessions)
- » Total energy provided over the project = Over 2,800-megawatt/hour - 2,800,000 kwh. This is enough to power almost 150,000 Western Australian homes for a day (or 400 homes for a year).*

*According to data published by the Australian Power Regulator in 2020, the nationwide average for a household of three people is 18.71 kilowatt-hours per day (kWh/day)

Did you know?

Whether you own or are thinking about buying an EV, we have products and services for financing, charging and maintaining your EV:

- » We offer a 0.5% p.a. discount off the standard interest rate for fully electric new and used vehicles. You may be able to bundle a home EV charger into the loan too.
- » You can charge your EV at home with our 7.4 kW and 22 kW chargers, which includes full installation and an app for easy scheduling. The charger is convenient, reliable and takes up very little space. RAC members save 10%.
- » We provide roadside assistance for your EV - we can provide 15 kilometres of charge to get you home or to the nearest charger in the metropolitan area.



Visit our online EV hub for further details and information



Connected activities and initiatives

Western Australians need to be able to move easily around their communities using a range of private, public, and shared transport options. They also need to feel socially connected and involved in shaping their local areas.

We need good planning and design of places and transport to support vibrant and liveable communities, and for transport to be equitable, convenient, reliable and affordable for all.

Through our social and community impact activities and initiatives we seek to support this.

This year, to help drive positive outcomes, we've progressed a range of activities and initiatives with our members, the community, government and/or others. This has included our ongoing participation on government working groups such as the Bike Riding Reference Group and Main Roads ITS Masterplan External Advisory Committee; advocating for greater investment in active travel infrastructure; making contributions to the development of the National Future Transport Summit and to guidelines for road murals and cycling facilities at traffic signals.

✓ Influencing

National Future Transport Summit

We've been supporting efforts to harness connected and automated technologies to deliver a safer, sustainable and connected transport system.

Through our membership on the consortium for the National Future Transport Summit, we contributed to a foundational discussion paper that outlines a vision for connected and automated transport and the challenges that need to be overcome to achieve this vision.

We have provided input into planning for the summit – set for September this year – to help create a blueprint for the future of Australia's transport system. Recommendations from the summit will be submitted to Australia's transport and infrastructure ministers.



Read the National Future Transport Summit discussion paper



Bike Month

Active transport is a key part of our Vision for 2030, and activities like bike riding can bring communities together, reduce emissions and improve health and wellbeing.

We continue to support WA Bike Month, and this year we partnered with the Department of Transport to co-fund \$75,000 worth of community grants for Bike Month initiatives.

We conducted bicycle safety checks in the City of Fremantle and at the WA Bike Month Festival at Kings Park in Perth. We supported National Ride2Work Day, and raised awareness about bike riding at Perth Wildcats games at RAC arena.

We work with industry leaders in the active transport space to deliver our free RAC Bike Basics workshops across the metropolitan area. There are workshops available for all ages and experience.



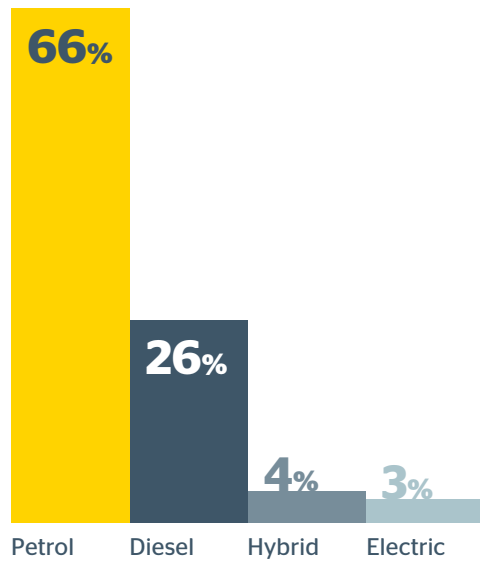
**Find out more about
RAC Bike Basics workshops**

How do our members move around?

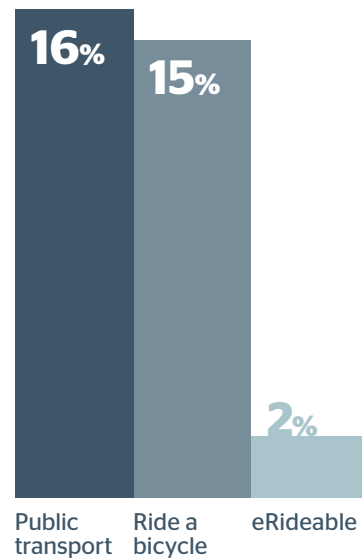
Since 2020, we have run several surveys with our members each year, covering a range of themes to help us better understand what's important to our members to support safe, sustainable and connected communities now and into the future.

Throughout 2024, we surveyed our members on their travel behaviours. We learnt:

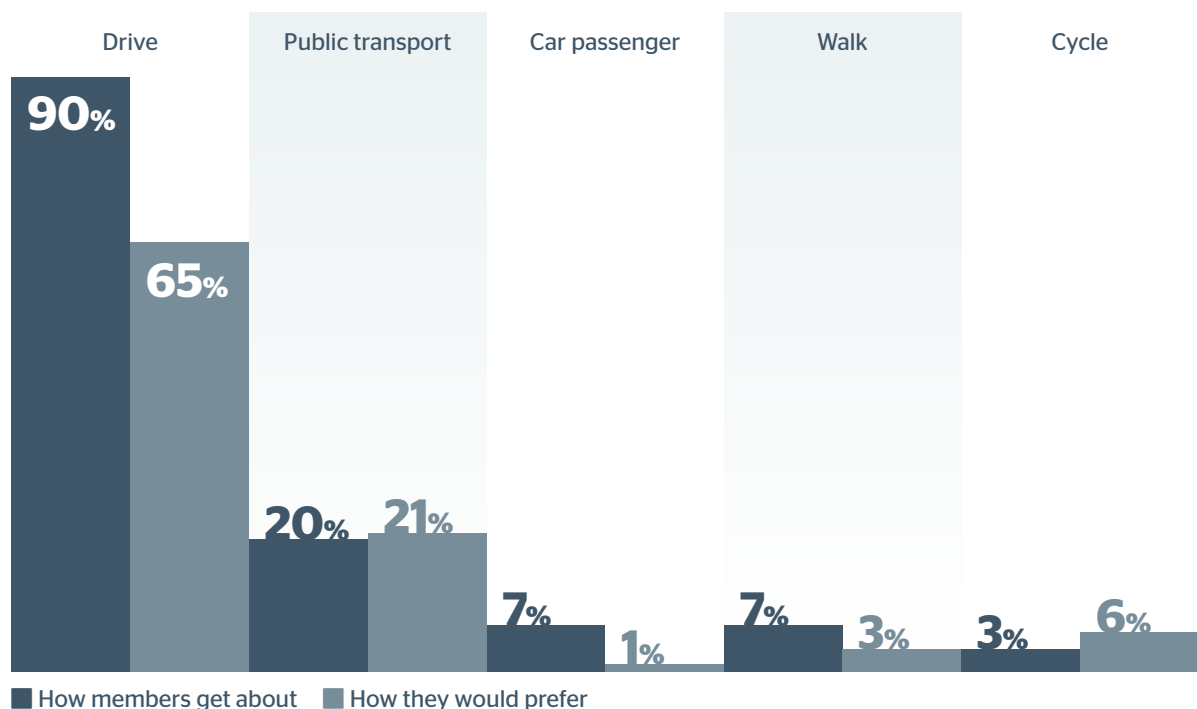
Main household vehicle:



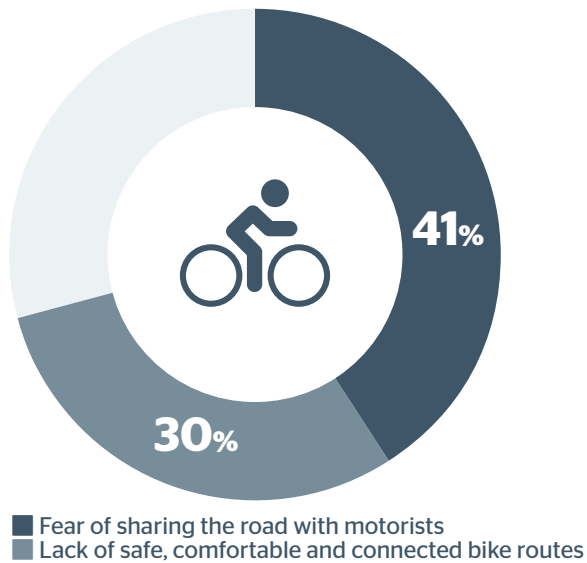
Use the following modes of transport at least once a week:



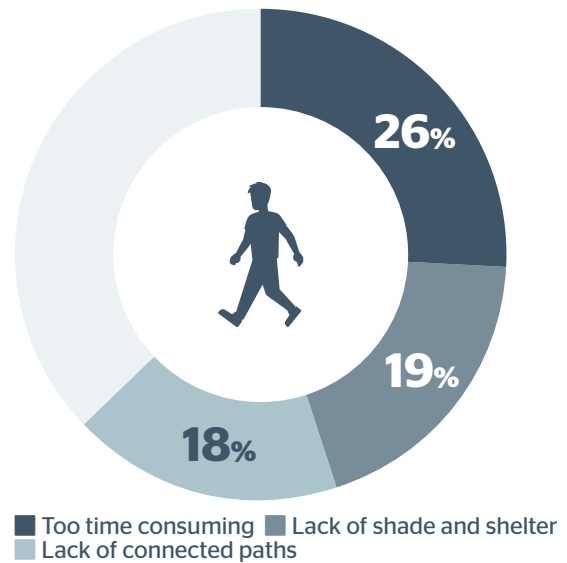
Taking a look at how our members get to work or study, compared to how they would prefer to:



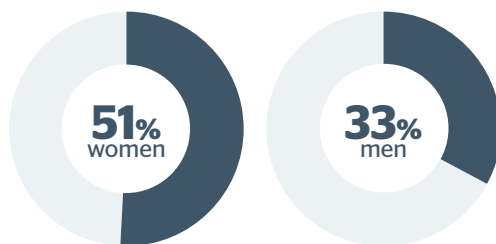
When asked about the main barriers to cycling, the most common were:



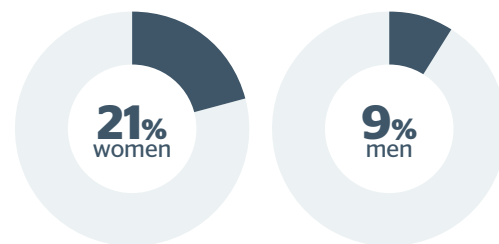
The most common barriers to walking nominated by members were:



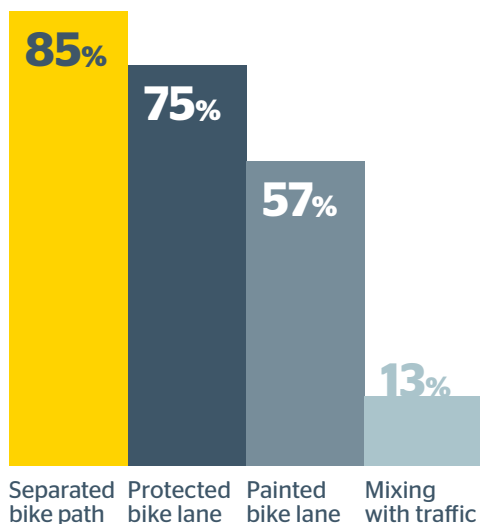
Women are more concerned about sharing the road with vehicles compared to men:



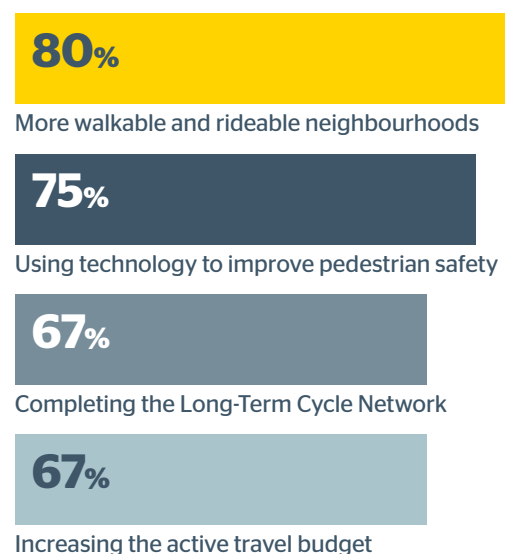
Women had higher concerns about personal safety compared with men:



Provision of cycling infrastructure has a massive impact on how comfortable members would be cycling along a busy street:



When asked about Government initiatives to help encourage active transport, members support:



Did you know?

In Australia, the volume of motor vehicle traffic is expressed as vehicle kilometres travelled (VKT). By 2030, our goal is for VKT in WA to be five per cent lower than the 2018/19 base period (7060 km driven per person per year is our target). Lowering VKT is aligned with other RAC targets to reduce vehicle emissions and lower road fatalities and serious injuries, along with a suite of socioeconomic benefits.

A five per cent reduction per person is:

One km per day

7 km per week

30 km per month

360 km per year

In practice this looks like:

- » Walking to and from the local shops twice a week instead of driving (around 6km saved), and catching the bus to and from the train station once a week instead of driving (around 8km saved)
- » Commuting the entire distance to and from work by public transport twice a month (around 52km saved)



Our Connected Communities score

We have always been passionate about how our members move around and how we can ensure that this is done safely, easily and sustainably. As part of our Social Impact Framework, we wanted to gain a better understanding of how our members feel about their local area, how they get around, where they like to spend time and how socially connected they feel in their local area.

In 2020, we came up with a 'Connected Communities' score (CC score) as part of our regular member surveys. This score is the combined score of the perceived level of 'satisfaction' and 'importance' members place on each of the following aspects of their community across four themes, including:

» **Access**

Availability of essential services like shops, work, schools, and medical facilities

» **Transport**

Ease of using preferred transportation modes

» **Social Connection**

Sense of community and inclusion

» **Character**

The visual and emotional feel of the area

We have a target to increase the CC score by five percent between 2020 and 2030. Using the 2020 score of 62.5, a five percent increase results in a target CC score of 65.7 in 2030.

The CC score data from 3,442 members who completed our surveys during 2024/25 reveals a link between transport choices and community connectedness. It shows that members who drive in peak hour less than five days a week report higher CC score (61.4) than those who do (57.8) aligning with research that shows car-dependent communities have higher rates of social isolation. Encouragingly, the data shows that shifting trips to active transport boosts connectedness. For example, scores increase to 63.6 for those cycling a few days a week or more (and driving less than 5 days a week in peak hour). This highlights the potential for active transport initiatives to increase community connectedness.

We also see CC scores increase the more people walk outside. Members who never walk report a CC score of only 53.3, where the score gradually and consistently increases the more often they walk outside across the month, reaching 62.8 for members who walk outside five days a week or more. People aged 65 and over record higher CC scores (65.3) with people aged 29 years and under the lowest rates of CC (53.7). One of the lowest scores is for people aged 29 years and under, who drive in peak hour a few days a week or more which produces a CC score of 52.9. The variance in these scores shows that where someone lives, the mode and frequency of transport, how often they walk outside across the month, and stage in life has an impact on members' reported levels of community connectedness.



Case Study

Reconnect WA

We partnered with local governments to help revitalise streets and public spaces across WA.

Why

Our streets and public spaces play an important role in providing opportunities for us to connect with the people and places that matter to us. We want people to feel more connected to the places they live and reduce the amount of kilometres people travel, in particular by car. This can be achieved through better planning, encouraging active and public transport and by having better spaces closer to them.

What

We launched Reconnect WA in 2020 during the COVID-19 pandemic. Initially, it provided one million dollars to help communities rebuild a sense of connection, vibrancy, and place. Over three years, we made almost \$3 million in funding available to support local governments in delivering community-based projects to reimagine and revitalise our streets and public spaces – making them more people-focused and inviting.

How

The Reconnect WA program supported projects aimed at increasing mobility, active travel, community safety and connection. The program's objectives were founded in the literature and evidence on the value of placemaking and tactical urbanism – we empowered communities and local governments to take ownership of their surroundings and make quick win changes that would have a big impact on connection and liveability.

Impact

From 2020 to 2025, the Reconnect WA program:

- » Supported 15 metropolitan and 16 regional quick, lower-cost, and innovative improvements, pop-ups and pilot placemaking projects.
- » Awarded over \$2.7 million in funding.
- » Helped deliver award-winning placemaking outcomes and activations, and streetscape enhancements which enhance safety and bring communities around WA together.

Our independent evaluation of the Reconnect initiative found 75 per cent of projects led to a major or significant increase in how often people used the street or place. The streetscape changes trialled through Reconnect WA supported greater mobility and active travel, and changed the way that local communities behaved, interacted and perceived their local environment.

Data collected by local governments as part of their project reporting provided further evidence of the outcomes and impact of Reconnect WA projects (noting that local governments each had their own evaluation methods and metrics). For example:

- » City of Greater Geraldton reported that numbers of visitors to the place/street had increased by 213 per cent.
- » City of Gosnells found that the number of people using the place/street had increased by 60 per cent.
- » Shire of Pingelly noted in its final report that “park users were now a diverse mix of the community, including First Nations People, senior and young people”.
- » Local governments also said that the projects had made the street/place feel more welcoming (77 per cent) and had reduced the rate of crime and antisocial behaviour (35 per cent).

Changes in use of place (major and significant improvement)



Reconnect WA sought to...



Create vibrant and active places for Western Australians to interact and reconnect with our cities and towns, and each other.



Inspire and empower residents and business communities to co-design and drive changes in their local area.



Lay the foundations for longer term changes to support safe, sustainable and connected communities.





Big Bobtail, Carnamah

The Big Bobtail and Nature Play Area - Shire of Carnamah, 2023

We partnered with the Shire of Carnamah to develop a family nature play area, featuring 'Big Bobtail' climbing logs. This placemaking project formed part of a wider program of planned works to develop a Youth Space in Carnamah's main street.

The project responded to the community's need for more youth facilities, spaces for gatherings and events, and a desire to increase the vibrancy and accessibility of the area. A community consultation and concept design report for a Youth Space in Carnamah had been adopted by the Shire but no funding had been allocated. The Reconnect WA grant provided an opportunity to implement elements of the proposed Youth Space and trial this with the community.

As the local youth community were a key driver of the project, they were heavily engaged in the development of a concept design for the space. There was overwhelming support for creating a nature play area to enhance the space, including elements such as swings, climbing frames and Big Bobtail climbing logs to represent the local First Nations groups.

The development of the nature play area was well received by the local community and initiated an uptake in the use of the space which added vibrancy to the main street:

- » An increasing number of younger students were observed using nature play area. Several parents were observed walking (rather than driving) to collect their children so they could spend time at the park before heading home.
- » Tourists have been observed accessing the park to take photographs with the Bobtails and using the table and chairs for picnics. Social media also indicates that word has spread regarding the area, resulting in more visitors to Carnamah.
- » The space has also become a meeting point for locals to access travelling medical services (e.g. counselling, dietitians etc. when conducting informal meetings especially parents of young children).

Following the installation of the Nature Play area and the level of uptake and excitement that it created in the local community, the Shire decided to prioritise further development of the Youth Space and allocated additional funding towards this. Planned future developments include a cricket oval, BBQ areas, skatepark and a pump track. Additionally, local community groups such as the Men's Shed and the local Police Blue Light Disco who assisted with the building of the infrastructure (e.g. bike racks) and planning events, have expressed an interest in continuing to help activate the space.



Wellard Seven Day Makeover

Wellard Seven Day Makeover - City of Kwinana, 2023

The Strand, the main street in Wellard, was initially conceived as a shared space with car and pedestrian zones. However, this design was inhibited by the presence of over 100 bollards, resulting in a town centre that lacked 'soul'. It also lacked a 'civic heart' (town square) and 'linger nodes' that encourage people to stay longer.

With a local community that wanted to revitalise the street, the Reconnect WA grant provided the City of Kwinana with a timely opportunity to create a safe and vibrant streetscape with the input of community.

The Wellard Seven Day Makeover was defined by a strong community led approach. Facilitated by David Engwicht and the team from Creative Communities International, the community, City staff, RAC volunteers, and other stakeholders identified, discussed, voted and selected the ideas they wanted implemented, including:

- » Removal of multiple bollards.
- » Colourful hexagonal seating and matching covering over remaining bollards.
- » New landscaping, self-wicking beds and nature play areas.
- » Converting two car parks into a communal dining area with pergolas.
- » A number of youth-led projects including a street piano, an arcade space and a wishing well corner.

Key outcomes of the project:

- » At least 177 volunteers participated in multiple if not all seven days, resulting in 441 equivalent volunteer days valued at \$160,000.
- » 80 per cent of survey respondents said the makeover made them feel proud of their local area and increased community connection.
- » Wellard Village People Town Team doubled in membership.

The City has maintained the infrastructure and continues to work with the community to develop further streetscape improvements.

The Wellard Seven Day Makeover has been recognised by numerous institutions and networks, winning four different awards.



Read the full Reconnect program evaluation

Case Study

Connecting Communities Fund

We've helped community groups to do great things.

Why

We are passionate about improving places and spaces and encouraging communities to feel better connected to their town or suburb. We want to bring people together to design and create shared community spaces that don't rely on a car to get there, encouraging the use of public transport and shared pathways for bikes, scooters, and walking.

What

Through the Connecting Communities Fund, RAC supported metropolitan and regional community groups who are passionate about leading positive change to enhance the places they live, work and connect in.

How

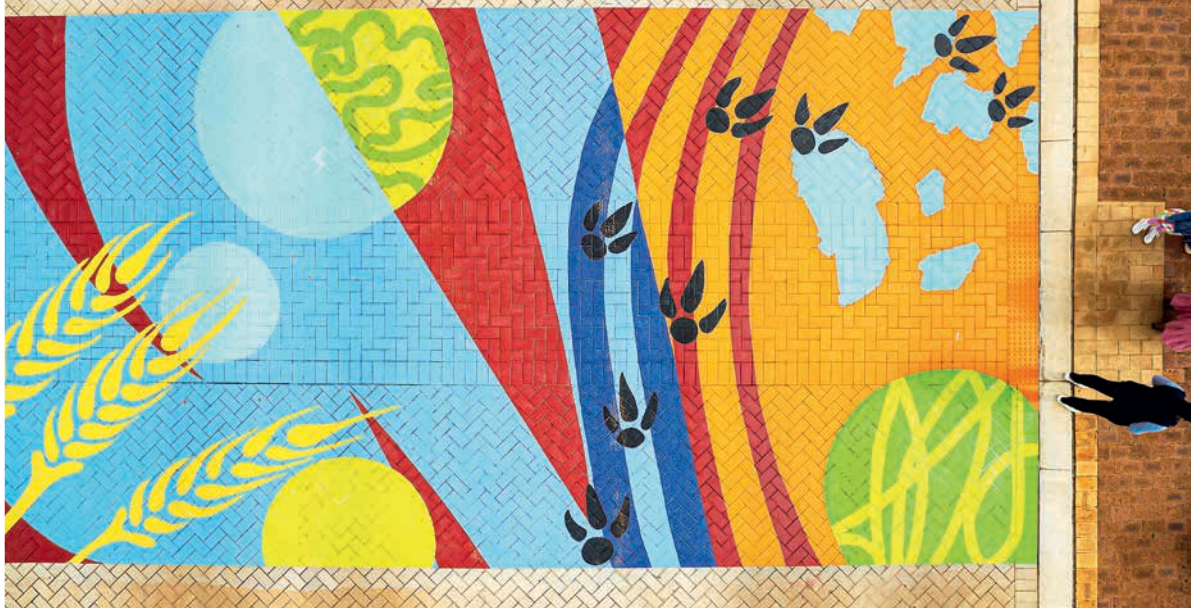
Local community groups, local governments and town teams applied for funding to make improvements to an area in their neighbourhood. We supported projects that contribute to our vision of achieving a safer, sustainable and connected future for Western Australians.

Impact

This year, our Connecting Communities Fund supported the delivery of six community-led activations, including:

- » **Narembeen Main Street crossing:** road calming activities such as a road mural and footpath signage (Narembeen Town Team).
- » **Koorda Skate Park Safety:** improving the skate park with solar lighting, new designs and additional furniture (Koorda Town Team).
- » **Pedestrian Safety in Byford:** seven community designs applied as footpath decals to encourage safer pedestrian crossing points (Byford Town Team).
- » **Active Streets Wanneroo:** a bold new walking trail to reduce car use and boost foot traffic, as well as new furniture, shade and trees (Hello Wanneroo Town Team).
- » **Kalamunda Laneway Revitalisation:** laneway upgraded with solar lights and a wall mural to provide a safer pedestrian crossing in town (Kalamunda Town Team).
- » **Street Calming Measures at Clarkson Train Station:** street calming measures and a road safety banner to encourage drivers to slow down, and remind e-scooter users they are using a shared footpath (East Keys Town Team).

Narembeen road mural



Spotlight on Geraldton Do-Over

The Geraldton Do-Over was located along Marine Terrace, the main business area of town. The project aimed to bring more people into the CBD by enhancing the care of spaces, buildings and routes. It aimed to strengthen community ownership and enhance partnerships between businesses, artists and local organisations.

Five major initiatives were delivered across the Do-Over weekend which aligned with our Vision end states, including the enhancement of walkways and linking connections, increasing shade and urban greening as well transforming the Blue Healers Square activation space for community events and gatherings.

The Do-Over mobilised 75 volunteers to pitch in across a variety of work, bringing a wave of energy, skills and community spirit. The initiatives that were delivered as part of the Do-Over have been positively received, and have inspired future ideas that are easier to conceptualise and consider due to the collaboration and relationships developed from the Do-Over.

The Geraldton Do-Over was delivered as part of RAC's partnership with Town Team Movement.



Geraldton Do-Over

RAC Future Thinking
Hackathalon



Being involved

Our members are at the heart of our social and community impact efforts. Together with our members, partners, and all Western Australians, we're working towards a better WA.

Member Priorities Tracker

Our Member Priorities Tracker, launched in early 2020, gathers insights each month into how members are moving around their communities, their key concerns and how they think things could be improved. We also ask key questions about community connectedness, which feeds directly into our Social Impact Metric. We want to see a positive change in how connected our members feel within their community.

3,439 members participated in the Tracker this year

Each month, we focus on a different feature topic like road safety, cycling and congestion and many more. The member insights gained through these feature topics inform our social and community impact policies and priorities.

Interested in sharing your opinion?

Each month, thousands of members from all over Western Australia share their views in our RAC Opinion survey. RAC Opinion enables members to have their say on important issues such as transport, road safety and their local community.

Member feedback is used to inform, influence and guide what we do at RAC.

To take part in our online surveys or discussions, visit: rac.com.au/haveyoursay

To view the feedback provided by members, visit: rac.com.au/member-insights

Horizons Content Hub and Podcast

Horizons magazine has been part of WA homes for 95 years. This year we're proud to have reached a new milestone in the magazine's history, with the launch of Horizons website and podcast.

These two new channels extend the content members love from the magazine into the digital realm and were created in response to member feedback calling for a sustainable online alternative to the print publication.

Horizons website showcases content from all our Horizons channels, including popular features and series from the magazine, exclusive digital articles, videos from Horizons YouTube, and our new podcast.

Tune in to Horizons Podcast for insightful conversations with local experts and members about issues affecting how we live, work and move around in WA. Catch topics like the rise of challenger car brands in Australia, who killed the cul-de-sac, and what it's like to tow a caravan around Australia in an EV.

RAC Arena

RAC became a foundation partner of the Arena in 2013, and the naming-rights sponsor in 2017. As well as enabling thousands of RAC members to access ticketing and member benefits, our partnership with the RAC Arena provides us with invaluable opportunities to talk to venue attendees about road safety at nearly every event. These include activations, such as hot-shots road safety quiz and the Designated Driver Bar, communications via RAC Arena channels, plus the partnership enables us access the main Arena bowl to hold RAC bstreetsmart.

During National Road Safety Week, the RAC Arena and its partners combined to deliver a cohesive campaign to raise awareness of the dangers of speeding.

Road safety education for schools

We offer free road safety education programs and events to primary and secondary school students across WA. This year, together with our road safety education partners, we were able to reach over 67,000 students.

- » Since 2012, we've hosted RAC bstreetsmart, a free road safety event for Year 10 to 12 students in the Perth metropolitan area at RAC Arena. The event focuses on driver and passenger behaviour and highlights the far-reaching effects of road crashes. RAC bstreetsmart features a live crash re-enactment attended by emergency services, just as it would occur in real life. Students also hear from guest speakers who have been directly impacted by road trauma.

14,500

students attended RAC bstreetsmart across two events this year

109,500

students have attended RAC bstreetsmart since launching in 2012

- » Our regional road safety education event for secondary schools, RAC Project Road Smart®, travels to regional locations. Students watch a crash re-enactment filmed as a docudrama and hear from guest speakers.

2,600

students attended RAC Project Road Smart® events in Esperance, Geraldton, Bunbury and Kalgoorlie

A virtual version of the event was offered to schools in regional areas that do not have access to the live event venues.

- » This year, our School Education and Motoring teams co-delivered our fourth year of Car Maintenance and Safety workshops for high school students. Building on our On the Roads program, we provide young adults with theoretical and hands on experience around basic car maintenance and connecting the importance of maintaining your vehicle with staying safe on the roads. These life skills are critical as they begin learning to drive and consider their first vehicle purchase.

230 high school students have participated in a Car Maintenance and Safety workshop this year

- » In partnership with Happiness Co, we delivered workshops to high schoolers about how self-esteem and mental health can impact choices behind the wheel. The What's Driving Your Decisions? workshop encourages students to reflect on their emotions and self-awareness, connecting mental wellbeing with peer pressure and the role these play in making good decisions on and off the road.

8,320 students attended a What's Driving Your Decisions? workshop this year

- » We continue to deliver our comprehensive Around the Roads and On the Roads programs that feature a series of in-class presentations and workshops designed for primary and secondary schools across WA.

30,920

primary and secondary students participated in these RAC in-class presentations this year

Road safety education resources continue to be available online for use in classrooms or at home. For more information, visit: rac.com.au/education

Welcome to RAC bstreetsmart

Spotlight on our partnership with Paraplegic Benefit Fund

Since 2012 we have partnered with Paraplegic Benefit Fund (PBF) to deliver Road Injury Prevention presentations to secondary schools around WA. PBF's Road Injury Prevention speakers are inspiring individuals who have sustained a permanent life changing spinal injury in a road crash. By sharing their personal story and experience living as a quadriplegic or paraplegic, they aim to build greater awareness among young people on the real-life consequences of making a poor decision on the road. The program aims to increase awareness of risky driver behaviours such as improper seatbelt use, speeding, driving under the influence of drugs and alcohol, fatigue and distraction, empowering new and young drivers to make better choices on the road.

This year, 10,430 students heard from road crash victims with spinal injuries that were empowered to share their stories.

Mik's life was forever changed when, as an unrestrained passenger in an overloaded car, the driver lost control and crashed into a tree. The consequences were devastating—Mik survived but now lives as an incomplete paraplegic and endures chronic pain every day.

Affected by the ongoing loss of young lives to reckless decisions and dangerous driving, Mik chose to turn his pain into impact. He became a presenter with PBF, sharing his story to help young people understand the real consequences of risk-taking on the road. Through his raw honesty and lived experience, Mik inspires others to think twice, act responsibly, and value life.

His message to young people is simple:

"Never take life for granted and be responsible for your actions."

RAC Imagine Program™ Futures Challenge

With easier access to technology and global connectivity, our cities are rapidly growing and evolving. So how will the transport of the future look?

The RAC Imagine Program™ Futures Challenge is a term-long, project-based learning experience incorporating STEM and HASS subjects for students to design their own unique and innovative solutions to real-life challenges faced by the WA community. Designed and delivered in partnership with BOP Industries, the program is designed for Year 5 and 6 students to work in teams across a school term. The young futurists' mission is to enhance their local communities with innovative transportation components that will create a safer, more sustainable and connected city.

Kicking off with a hackathon at the WA Museum Boorla Bardip, students participated in breakout workshops, design sprints and activities that encouraged them to learn about smart cities, road safety and sustainability. Throughout the rest of the term, the young futurists participated in weekly virtual masterclasses, developing skills in design thinking, collaboration and ethical understanding. Teams designed transport ideas in the form of a 'fleet of the future' and 'transport hubs', all working towards the development of a pitch video submitted to a judging panel of RAC and industry experts.

121 year 5 and 6 students
participated

14 metropolitan area
schools involved

24 teams submitted
final pitch videos

The Drivers of the Future team (from Harrisdale Primary School) and their winning 'Harrisdale Hub' design featured autonomous pods and maglev magnetic trains. Their video pitch was creative and engaging and their safe, sustainable and connected vision was backed by research and science.

The RAC Imagine Program™ Futures Challenge runs annually throughout Term 3, engaging primary school students in RAC's Vision for 2030 and beyond.



**Check out the highlights
from this year's program**

RAC Ignite

At RAC, we believe it is vitally important that we not only give young people a seat at the table to hear their views, but importantly, we empower them to act, be part of the solution and lead positive change. In August 2024, we launched RAC Ignite – our newest membership designed to engage, empower and upskill young people aged 15-24.

Much more than a free membership, RAC Ignite gives young people the opportunity to:

- » Be part of the conversation on topics that matter to them.
- » Make a tangible difference in their own communities.
- » Learn from and network with industry experts.
- » Get help and advice on learning to drive, getting a licence and buying a car.
- » Access RAC's extensive suite of member benefits and rewarding experiences.

RAC Ignite membership and engagement

Since launch, RAC Ignite has seen thousands of young people engage in Leadership Programs, Street Makeovers and community events. Tens of thousands more have been accessing online articles with tips on learning to drive, getting around WA safely and reducing emissions to create cleaner air.

A key channel to reach, engage and interact with young people is through social media. In September, a dedicated RAC Ignite Instagram account was launched and has proven to be a very popular channel to educate young people on important road safety, learning to drive and engagement program information.

RAC Ignite membership at a glance:

30k members

1,250 followers on RAC Ignite
Instagram channel

5.6m views of RAC Ignite
content on Instagram



RAC Ignite speaker

RAC Ignite Leadership Programs

The RAC Ignite Leadership Program develops leadership, critical thinking and problem solving skills among young change makers aged 18-24. The program includes masterclasses, presentations, mentoring, real-life case studies, and action-based learning experiences.

We designed and delivered the second RAC Ignite Leadership Program in November with youth-led, not-for-profit Millennium Kids. Over four weeks, 28 passionate young leaders came together to learn, collaborate and create solutions for a safe, sustainable and connected WA. The final pitch event invited the participant teams to present their ideas to an esteemed panel of judges, showcasing their innovative solutions for WA's future.

Matthew Menezes and James Della Gatta took out the top prize with their idea to gamify bike riding and walking through the RAC Go app, empowering young people in WA to build essential road navigation skills before they start to learn to drive. Their project aims to improve road safety awareness among young teens, enhancing their confidence and competency as future drivers, all while promoting healthier and more sustainable transport habits.

Following the program:

92%

of participants agreed or strongly agreed with the statement:
'I am motivated to take action to create safer, more sustainable and connected communities.'

88%

of participants agreed or strongly agreed with the statement:
'By being part of RAC, I am helping to create a better WA.'

A pilot regional Leadership Program was delivered in the Bunbury region in June. 12 participants learned directly from RAC staff about leadership, trust, team building, Design Thinking and public presenting. They went on a field trip to meet with local stakeholders including Heart Hub South West, Bunbury Hospital, WALGA and the City of Bunbury.

They were tasked with working in groups to devise solutions that would reduce the rates of young people being killed and seriously injured on WA roads. Three groups pitched their solutions in front of a judging panel and industry leaders. Sylvia Hutchison, Jade Rustandi, Thane O'Brien and Cammie Lam were chosen as the winners with the idea to roll out a high tech '4D driving simulator' in schools as part of the learning to drive process with the ultimate goal to replace the Department of Transport and Major Infrastructure's Hazard Perception Test, which learner drivers currently need to pass. The insights and ideas from this project will inform the second phase of the Young Driver Road Safety research project.

"The program was uplifting and impactful. It cemented in me a stronger sense of pride in safety and the impact we have through all our choices. I appreciate all the support from the mentors and RAC team who clearly showed so much care for the project. So much value packed into this course, and I'm so grateful I got the chance to be a part of it, with public speaking coaching, interpersonal and intrapersonal exercises, diving into trust and values, design thinking, meeting people with different skills, all made this an awesome experience that I will be using every day and especially towards my career development."

- South West Leadership Program Participant

RAC Ignite Street Makeovers

RAC Ignite members are invited to work with Local Government Youth Advisory Councils and Youth Reference Groups to deliver youth-led 'street makeovers'. The projects educate young people about the importance of building streets as places for people and the role they can play in designing them to be safer, more inviting, and accessible spaces. Through temporary and semi-permanent urban improvements such as a pop-up bike racks, safer pedestrian crossings, social spaces and colourful artwork, young people learn they have power to transform their neighbourhood for the better.

In collaboration with the City of Kalamunda and Youth Action Kalamunda (YAK), the Haynes Street Makeover was delivered in January and February.

- » Over 35 young people transformed the main street to demonstrate its potential as a safer and more connected street.
- » Older YAK members took on leadership roles, and co-ordinated the building of permanent seating, bike parking and planter boxes.
- » They worked together to highlight a pedestrian crossing on Haynes Street with designs by a local artist.
- » They organised a celebration event, which was attended by hundreds of locals and visitors, with the Mayor of Kalamunda recognising their efforts at an award ceremony.

As a result of the positive community response to the Haynes Street Makeover, the City has embarked on broader placemaking efforts, and local businesses have embraced the project by maintaining the street furniture.

Young people in the Shire of Carnarvon, City of Rockingham and City of Belmont are collaborating to launch their Street Makeovers later in 2025.



**Find out more about
RAC Ignite's programs,
tips and resources**

Events and initiatives we've supported:

- » **Leavers 2024:** We created engaging messaging and activations to encourage school leavers to drive safely. Our content with RAC Roadside was viewed on Instagram over 160,000 times. Our Leavers Pit Stop saw hundreds of young people take a break from driving to redeem a free sausage roll as part of our collaboration with Miami Bakehouse.
- » **Careers Expo:** As part of National Road Safety Week, over 300 attendees at the Careers Expo took part in driving an interactive driving simulator. Approximately 80 per cent of participants agreed the simulator would improve their learn to drive experience.
- » **WA Youth Awards and YActivate:** We supported the Youth Affairs Council of WA to run the 2024 WA Youth Awards and the 2025 YActivate event where Youth Advisory Group representatives came together to learn critical thinking and problem solving skills. They were challenged to ideate road safety solutions and learnt about opportunities RAC Ignite offers to level up and drive positive change.
- » **React:** We continued our partnership with React, an initiative that challenges graphic design students at university and TAFE to design a road safety campaign for a billboard. This year's topic was driver distraction with one of the winning concepts entitled "The World Can Wait" which gave young people permission to not touch their mobile phone and enjoy driving distraction free.
- » **Collaboration with ECU Joondalup:** We worked with ECU representatives to deploy a survey to understand students' commuting habits, with the results informing the design of a pilot program in 2026 to encourage more students to ride their bikes to and from campus.



RAC Community Volunteering Program

Our Community Volunteering program continues to offer unique, impactful and rewarding experiences for our people to give back to community. Working closely with a range of not-for-profit organisations, our people and our members have the opportunity to champion positive change and support for local WA communities. Since 2014, we have collectively identified various opportunities for our people, where they can offer their time and skills towards activities that contribute to a safer, sustainable and connected future, and a more diverse and inclusive culture. Most recently we invited our members to take part in our journey extending our volunteering program, offering purposeful opportunities adding value and advocating change for local West Australian organisations.

This year, **over 900** RAC people and members:

- » Shared road safety messages and community connection projects across metropolitan and regional events showcasing the RAC Rescue Experience.
- » Hosted road safety awareness activations through seasonal events at RAC Arena.
- » Welcomed high school students who attended RAC bstreetsmart.
- » Supported injured animals at WA Wildlife with wellness and hospital services following road trauma or sustained injuries
- » Engaged with more than 1,500 members at Gold Life events.
- » Educated primary school students around safer road behaviours at the Constable Care Safety School.

- » Restored old bikes at Dismantle, supporting vulnerable youth through the Bike Rescue Program.
- » Facilitated a week-long campaign during National Road Safety Week, delivering heartfelt messages to community members, sharing sunflowers and car air fresheners, to spark a conversation and make an impact on reducing the number of lives lost on our roads.
- » Donation sorting at Good Sammy, and Dress for Success, helping reduce waste through recycling while supporting programs that empower people with disabilities and women to pursue meaningful employment.
- » Partnered with local organisations planting trees for cleaner and healthier air.

This year, our volunteers have given their time and efforts to drive positive change in WA communities and collectively delivered the following impact:

137 activations

5,341 volunteering hours

\$256,425 value contributed to the WA community*

*The dollar figure is calculated using the Volunteering WA value of volunteering for 'all ages'

Member volunteering



Supporting our members to lend a helping hand

Caring for our natural environment is part of our heritage, with members of the club in 1920s successfully lobbying for the protection of giant Karri trees in the South West. Our tree planting season has continued this legacy and created tree planting experiences where our people, members and local communities plant side by side.

During the winter months, we partnered with Volunteering WA, Woodvale Waters – Friends of Beenyup, Trillion Trees, Armadale Gosnells Land Care Group, and City of South Perth, to activate tree planting opportunities. Our people and members joined us at three tree planting days at Mary Carroll Park, Banyowla Regional Park, and the Araluen Walk Trail. Together we planted over 15,000 native seedlings alongside 187 of our RAC members.

Our aim is to educate our members to influence the positive impact they can have within their local communities and beyond. We look forward to expanding our member events and offering more unique opportunities which support our Vision and encourage local involvement at future activities.

Community Ambassador Program

Community presentations

RAC Community Educators provide presentations to a variety of community groups throughout the year to improve awareness and understanding about topics including driving on WA roads, sustainable mobility and RAC's history.

This year, 10 RAC people delivered 21 presentations to 634 community members.

Jawun secondments

Since 2014, we have invested in connecting RAC people with Jawun, a not-for-profit organisation committed to enhancing the lives of Aboriginal people and communities. Throughout this time, 45 secondees have travelled to regional WA to individually fulfill six-week secondments working within local Aboriginal organisations.

This year, six RAC people completed Jawun secondments in the East and West Kimberley and in the South West of WA. Whilst on secondment, our people had the opportunity to impart their skills and expertise to help build regional communities but also gain a deeper understanding of the journey towards reconciliation.

Each year, an RAC executive attends an enriched three-day educational visit in one of the WA regions we support through Jawun. Our executive join other corporate and government partners to meet with community leaders and Indigenous Partner Organisations to learn about the work they do, engage in key discussions about how to influence government decisions and address local challenges with local solutions.



Bike lane



Our performance

The Social Impact Metric was developed in 2018, adopted in 2019 and implemented in 2020 based on the most appropriate and current publicly available data at the time. It will be reviewed as needed to ensure it remains fit for purpose, especially as new and richer data sources become available.

Safe

Our indicators, measures, weightings and targets for the safe impact area are shown in the tables and graphs below.

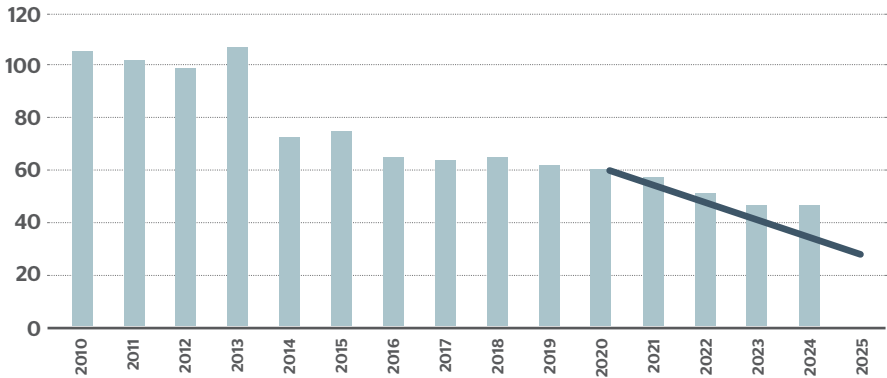
In 2024, 1,412 people were seriously injured on our roads (equating to a serious injury rate of 46.9 per 100,000 people in the population) and 188 people were killed (equating to a fatality rate of 6.25).

Our goal for the end of 2025 was for the serious injury rate to have dropped to 30.1 and the fatality rate to 2.83. We are currently setting our Safe targets for 2030 based on what we've learned since 2020 and will continue to focus on addressing the declining road safety record in WA.

Safe	Think safer roads, vehicles and people, to save lives and serious injuries.	Indicators	Measures	Weightings	Targets	Data sources
	» Western Australians feel safe utilising all modes of transport. » The rate of road deaths and serious injuries in Western Australia is approaching zero. » Western Australia has safe transport infrastructure. » New vehicle technology and safety assurance frameworks are protecting occupants and other road users from crashes. » Road users are taking responsibility for themselves and other road users. » Road safety is a social, health and economic priority for Western Australia. » Appropriate speed limits have been implemented and are increasing human survival rates in the event of a crash.	Reduced serious injuries Reduced fatalities	Serious injury rate per 100,000 persons Fatality rate per 100,000 persons	15% 25%	50% reduction by end-2025 from a 2020 base 50% reduction by end-2025 from a 2020 base	Serious injuries = Main Roads WA crash data (annual); Population = ABS. Stat - Quarterly Population Estimates (ERP) - via Cat 3101.0 (quarterly) Fatalities = Road Safety Commission WA Road Fatalities (quarterly); Population = ABS. Stat - Quarterly Population Estimates (ERP) - via Cat 3101.0 (quarterly)

Serious injuries per 100,000 persons

Actual
Target



Fatalities per 100,000 persons

Actual
Target

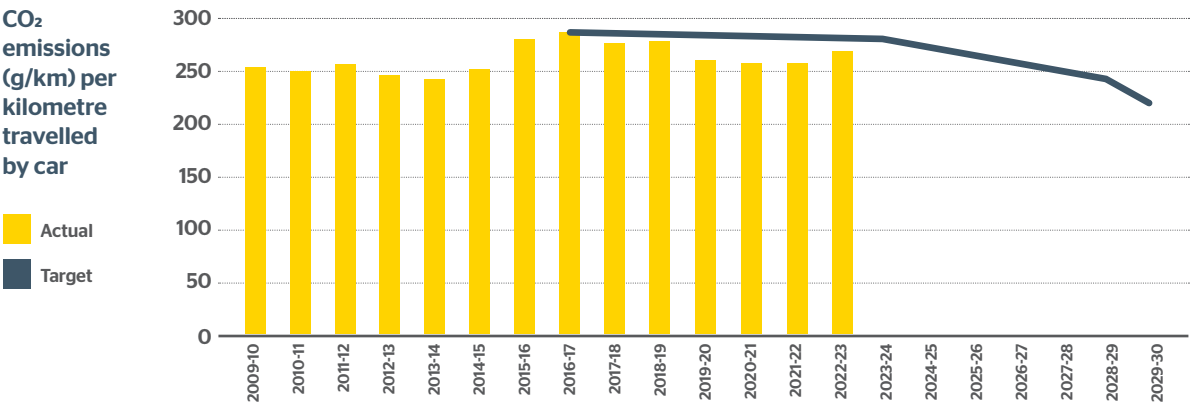
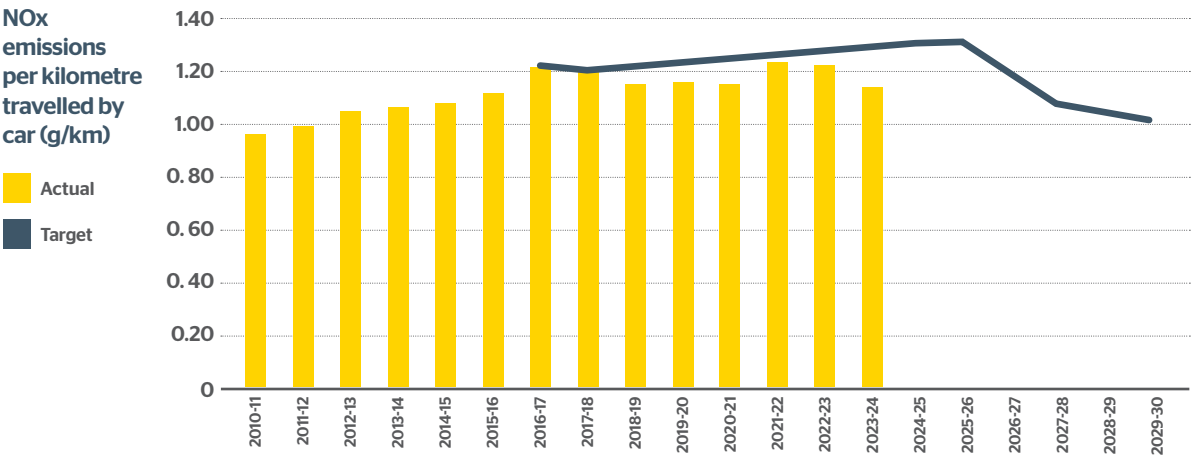


Sustainable

Our indicators, measures, weightings and targets for the sustainable impact area are show in the table and graphs below. Based on the most recently available data, NOx emissions currently sit at 1.24g/km travelled

by car and CO₂ emissions at 265.5g/km travelled by car. By 2030, we want to see these emissions reduce to 1.06g/km and 225.8g/km respectively.

Sustainable	Think low emission vehicles and initiatives for cleaner, healthier air.	Indicators	Measures	Weightings	Targets	Data sources
	» Harmful emissions (CO₂, NOx, particulates) from passenger vehicles are reduced in line with international benchmarks. » Proactive initiatives have been implemented to improve air quality. » Low emission vehicles are widely available, affordable and a popular choice. » Infrastructure supporting alternative vehicle technology is broadly accessible. » Western Australians better understand and are able to reduce the life-cycle impacts of owning or operating vehicles. » A range of fair and effective funding options have delivered a high-quality transport system.	Healthier air	NOx emissions per kilometre travelled by car	10%	15% reduction in 2030 from a 2016/17 base (but capped at 10% increase in 2025 from the base)	Fuel sales = Australian Petroleum Statistics (annual); Emission factor = European Environment Agency; VKT = BITRE Australian Infrastructure Statistics, VKT, Car, WA - direct from BITRE (annual)
		Cleaner air	CO ₂ emissions per kilometre travelled by car	10%	20% reduction in 2030 from a 2016/17 base (3% in 2025)	CO ₂ emissions = Australian Greenhouse Gas Inventory (annual, data lag); VKT = BITRE Australian Infrastructure Statistics, VKT, Car, WA - direct from BITRE (annual)



*These targets were modelled using the most recent data at the time for both indicators (i.e. 2016-17), and consider, amongst other things, annual variability and upwards trends (CO₂ emissions from cars are projected to increase to 2025), Australian Government greenhouse gas emissions reduction targets and the need for significant national policy levers to achieve reductions.



RAC staff volunteering at
the Geraldton Do-Over

Connected

Our indicators, measures, weightings and targets for the connected impact area are shown in the table and graphs below and on the next page.

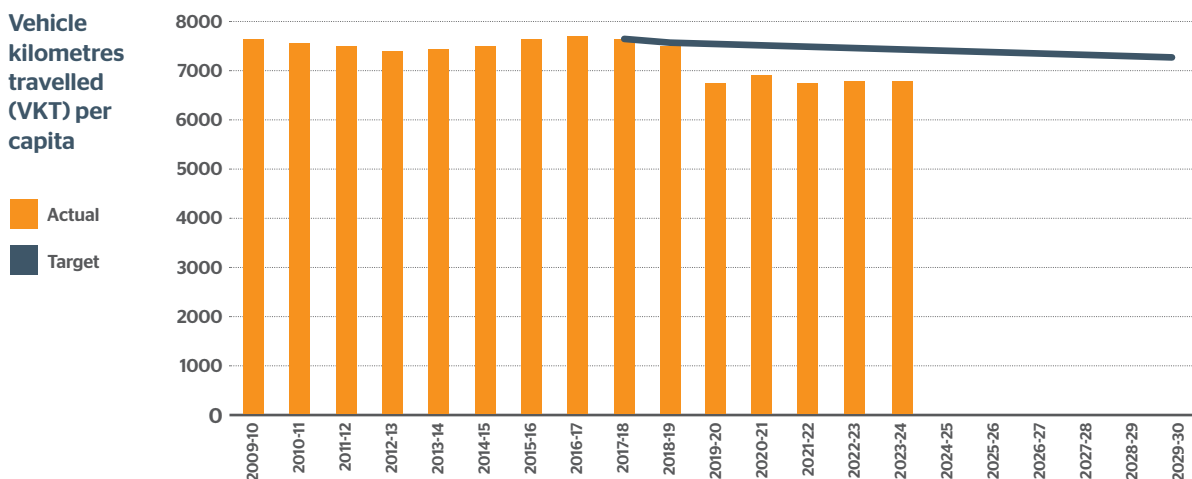
For our first of four connected measures, the 2023-24 vehicle kilometres travelled (VKT) per capita remained steady at 6,788. By 2030, we want to see a five per cent decline from a baseline of 7,431 in 2018.

Our second measure, the extent to which people feel connected to and within their community, is a composite measure derived from survey questions we ask about community connectedness. Our current

Connected Communities Score is 59.5. By 2030, we're aiming for at least a five per cent increase from a 2020 baseline of 62.5.

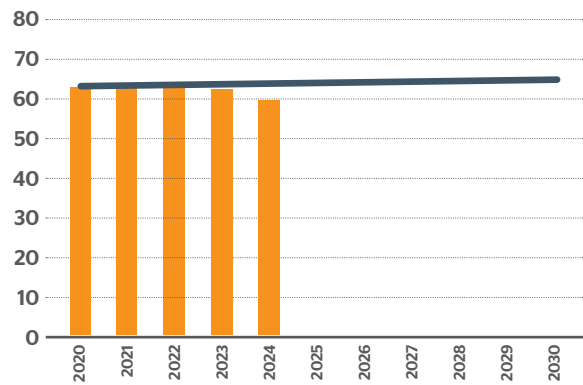
Our third and fourth measures relate to transport affordability. We want any increases in costs of motoring and public transport to remain at or below the rate of inflation, known as the Consumer Price Index (CPI). In 2024, the cost of motoring increased at a rate below overall CPI. Public transport fares increased by two per cent in 2024, and were not increased in 2025.

Connected	Think well-planned communities and transport that connect people and places	Indicators	Measures	Weightings	Targets	Data sources
	» Good urban design and well-planned communities are enabling better access to transport options and enhanced social connectedness. » People are seamlessly connected by a flexible range of private, public and shared transport options (e.g. public transport, cycling, walking, car, motorcycling, personal transporters, aviation), infrastructure, services and technology. » Congestion has been managed to protect the livability and productivity of the State. » The benefits of digitisation are realised and enhance mobility while protecting personal privacy and data. » Transport is affordable and accessible.	Enhanced liveability	Vehicle kilometres travelled (VKT) per capita	10%	5% reduction in 2030 from a 2018 base (0.43% annually)	VKT = Australian Infrastructure Statistics, VKT, Car, WA - direct from BITRE (annual); Population = ABS Demographic Stats - Cat 3101.0 (quarterly)
			Extent to which people feel connected to and within their community	10%	5% increase in connectedness score from a 2020 baseline	RAC survey providing a composite measure derived from questions exploring the relative importance of, and level of satisfaction with, four dimensions of community connectedness - access to destinations, availability of preferred transport options, sense of community and look and feel of the area (monthly)
		Affordable mobility	Cost of private motoring	10%	Change at or below CPI	Cost of private motoring = ABS Consumer Price Index, Australia Cat 6401.0 - Table 9 (quarterly); CPI = ABS Consumer Price Index, Australian Cat 6401.0 - Tables 1 & 2 (quarterly)
			Cost of public transport	10%	Change at or below CPI	Public transport standard 2-zone cash fare = State Budget Paper no.3, Appendix 8, Table 8.10 (annual); CPI = ABS Consumer Price Index, Australia Cat 6401.0 - Tables 1 & 2 (quarterly)



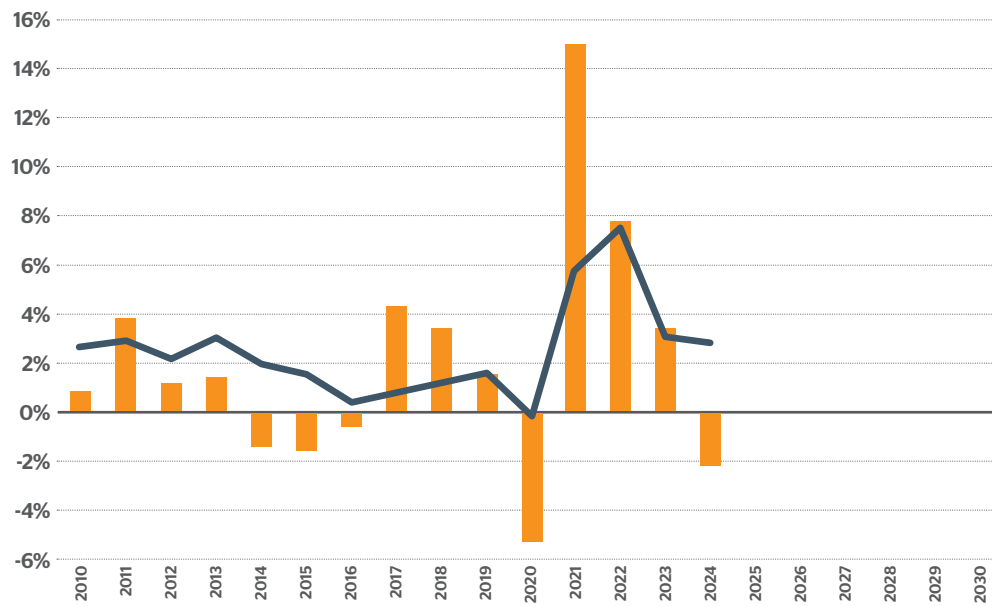
Extent to which people feel connected to and within their community

Survey results
Target



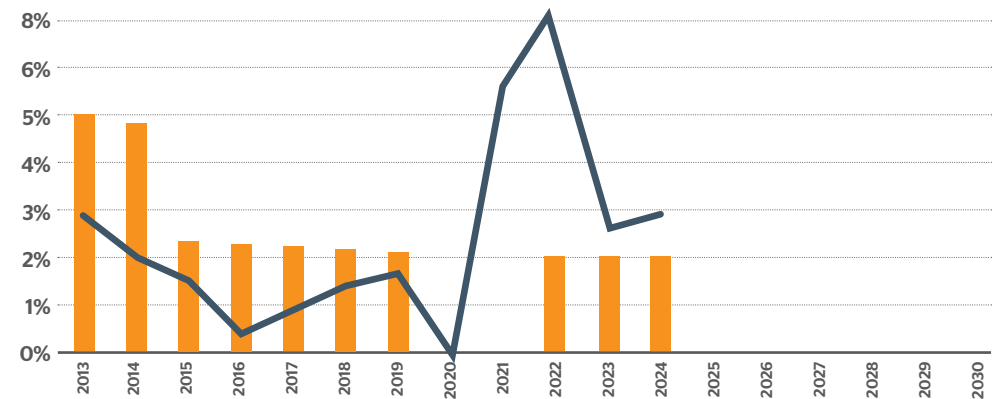
Change in cost of motoring

Private motoring component CPI
% change in CPI



Change in cost of public transport

Change in Transperth standard 2-zone cash fare
% change in CPI



Overall progress towards our 2030 targets

Our composite metric, derived from the above elements, shows that we are currently tracking at 'Meeting target - low'. We have a clear and strong focus on the future - and we will continue to advocate for change and progress that will help us to achieve our targets.

Our Social and Community Impact Report and Social Impact Metric enable us to measure and report on our progress towards our Vision. We remain committed to understanding and reporting on our impact in the years ahead.

Progress towards 2030 targets:



Target ranges
Not meeting target - high
Not meeting target - moderate
Not meeting target - low
Meeting target - low
Meeting target - moderate
Meeting target - high

For more information on where we stand on issues of importance to creating a safer, sustainable and connected future for Western Australians, visit: <https://rac.com.au/about-rac/advocating-change/reports>



End notes

1. Road Safety Commission (2024). Western Australian Road Fatalities and Serious Injuries. Serious injury figure refers to the 2020 to 2024 five-year average
2. Australian Bureau of Statistics (2023). Causes of Death
3. Wramborg's model for fatality probability vs. vehicle collision speeds (2005)
4. Road Safety Commission (2025) Western Australia – Key Statistics Overview
5. Intergovernmental Panel on Climate Change (2024)Based on average between 2019-2023
6. University of Melbourne (Melbourne Climate Futures) (2023). Health Impacts Associated With Traffic Emissions In Australia
7. Organisation for Economic Cooperation and Development (2024) OECD Data Explorer
8. Organisation for Economic Cooperation and Development (2024) Air and GHG emissions.
9. International Energy Agency (2025) Global EV Data Explorer
10. RAC (2024) Electric Vehicle Owners Survey
11. Infrastructure Australia (2019) National highway electric vehicle fast charging
12. Australian Bureau of Statistics (2024) Bureau of Infrastructure, Transport and Regional Economics
13. RAC (2024) Member Priority Tracker: Commuting and Congestion
14. RAC (2025) Member Priority Tracker: Land Use

