

Media release

Friday, 18 July 2025

RACT crash box centrepiece of AFL Road Safety Round

A striking road crash installation designed to spark life-saving conversations is taking centre stage at UTAS Stadium for the AFL's [Road Safety Round](#) this weekend.

Tasmania's Round 19 game between Hawthorn and Port Adelaide on Saturday 19 July will highlight the ongoing toll of road crashes in the state, with RACT's [More than a Statistic](#) crash box acting as a powerful visual reminder of what's at stake.

RACT General Manager Advocacy and Government Relations Melinda Percival said the installation, on display at UTAS Stadium until 18 September was part of RACT's mission to reduce road deaths and serious injuries, particularly among young Tasmanians.

"This special AFL round is about football and saving lives," Ms Percival said.

"In 2025 alone, 27 people have died on Tasmanian roads and more than 167 have been seriously injured.*

"Many of these tragedies are linked to preventable behaviour like speeding, distraction, fatigue, or driving under the influence.

"By placing this installation at UTAS Stadium for the AFL Road Safety Round, we're taking our message directly to young people who, unfortunately, remain over-represented in Tasmania's road trauma statistics," she said.

"We want to challenge complacency and drive home the message that road safety is everyone's responsibility.

Since its launch, the [More than a Statistic](#) campaign has appeared across TV, billboards, print and radio, and the crash box has visited Hobart, Bellerive, Glenorchy, Devonport, Agfest and Stanley.

Ms Percival said the campaign was designed to spark important, often uncomfortable, conversations about the reality of road crashes.

"We want everyone walking past the crash box to stop and think, especially when it comes to young people because their choices could mean the difference between life and death," Ms Percival said.

"After the UTAS Stadium, the crash box will continue its tour, with New Norfolk hosting it later this year."

RACT continues to urge all drivers to make safe choices by avoiding distractions, sticking to speed limits, driving to the conditions, never driving under the influence of alcohol, drugs or fatigue, and always wearing a seatbelt.

More information on the campaign can be found on the [RACT website](#).

* [Figures accurate up to 16 July 2025.]

For Editors

- Tasmania had the second highest rate behind the Northern Territory at 8.3 per 100,000 people (84.1% increase from the previous year), compared to the national road fatality rate of 4.9 deaths per 100,000 people. (Src: [Monthly road deaths | National Road Safety Data Hub](#))
- Nationally, the cohort with the greatest **decrease** in deaths was people aged 17 to 25 years, with 23 fewer deaths (9.6% decrease from 240 to 217 deaths). (Src: [Monthly road deaths | National Road Safety Data Hub](#))
- However, in Tasmania there were 2 deaths and 17 serious injuries in the first three quarters of FY2025, both trending above 2024 totals (Src: [Serious-Injuries-Calendar-Year-to-Date-31-March-2025.PDF](#))
- Young people aged 16–25 make up 25% of fatal and serious injury crashes in Tasmania, despite being only 12% of the population. ([Ref](#))
- In the past six years, 44 young Tasmanians have died and over 350 have suffered life-altering injuries on the roads. ([Ref](#))

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