



**Joint Media Release**

6 November 2023

## **Hungry Jack's need to step up and wrap their hands around Road Safety**

The Traffic Management Association of Australia (TMAA) and the Safer Australian Roads and Highways (SARAH) Group have expressed their profound disappointment regarding Hungry Jack's recent television advertisement for the New Whiskey River Whopper, which shows a distracted driver nearly hitting a traffic controller.

Distracted driving plays a significant role in road crashes, injuries, and fatalities in Australia and worldwide. Nationally there are 18 fatal crashes, 245 serious injury crashes and 530 minor injury crashes at roadside worksites annually. Research indicates distraction is the primary contributing factor in about 16% of serious casualty crashes in Australia. Evidence suggests distracted driving may be as dangerous as, if not more dangerous than, drink driving.

The recently released TMAA National Traffic Controller Safety Survey demonstrates that while traffic controllers are essential workers keeping roads safe, many do not feel safe due to drivers failing to stop when instructed.

Additionally, research shows bad behaviours depicted in ads can lead to social norms making those behaviours more acceptable, a phenomenon known as social learning. TMAA and SARAH are deeply concerned the Hungry Jack's ad will further endanger traffic controllers. We have received feedback from TMAA members expressing profound disappointment regarding the ad.

As Matthew Bereni, CEO of TMAA states, *"This advertisement is shocking and disappointing. We call on Hungry Jack's to immediately stop airing it and to join us in promoting road safety."*

Peter Frazer, President of the SARAH Group adds, *"I am extraordinarily angry that this Hungry Jack's ad, which is an offensive insult to those workers who have been killed or injured on our roads, is not only airing, but airing just prior to Road Worker Day of Remembrance (Thursday 9th November)."*

*Too many of our road workers have been killed or seriously injured because of inattention and irresponsible driver behaviour including Traffic Controller Mr Peter Dyck who was killed just two months ago. How is it appropriate for this ad to make light of a vehicle almost hitting a road worker. In short, the ad is objectionable and should be removed from TV and social media.*

*We need businesses like Hungry Jack's to use their influence responsibly and be part of the solution to make our roads safer for all users, including traffic controllers, and not use potential crashes as cheap humour."*

It is past time for Hungry Jacks to step up and wrap their hands around road safety. TMAA and SARAH urge them to work with us to promote safe driving behaviours, not reckless ones.

**For more information contact TMAA at [tmaa@tmaa.asn.au](mailto:tmaa@tmaa.asn.au) or on 1300 798 772 or the Safer Australian Roads and Highways Group at [president@sarahgroup.org](mailto:president@sarahgroup.org) or on 0466 968 700.**