

# Amy's Foundation – Foundation Overview

## About Us

Amy's Foundation (formerly Amy Gillett Foundation), established in 2006, honours the legacy of Amy Gillett by advocating passionately for safer roads across Australia. Our work aims to ensure zero deaths and serious injuries among cyclists through evidence-based advocacy, community engagement, and policy reform.

## Our Mission

Our mission is to create safer roads by fostering mutual respect and understanding between cyclists and motorists. We focus on eliminating road trauma through policy change, infrastructure improvements, educational initiatives, and meaningful advocacy.

## Our Vision

Zero cyclist fatalities and serious injuries on Australian roads.

## Our Philosophy

We champion an inclusive, anti-harm philosophy—dedicated equally to the safety and well-being of all road users. Our approach is grounded in empathy, respect, and accountability, informed by rigorous research and data.

## Key Achievements & Milestones

- **"A Metre Matters" Legislation:** Successfully led the nationwide adoption and implementation of minimum passing distance laws, significantly improving cyclist safety.
- **Impactful Awareness Campaigns:** Launched numerous influential public campaigns highlighting road safety issues and promoting behaviour change among motorists and cyclists.
- **Community Engagement & Events:** Organised renowned events such as Amy's Gran Fondo and Share the Road Tour, engaging thousands in advocacy and fundraising.
- **Influential Partnerships:** Collaborated extensively with policymakers, research institutions, law enforcement, and industry leaders to strengthen road safety measures across Australia.

## Current Initiatives

- **Road Safety Advocacy:** Continuously pushing for the consistent enforcement of road safety laws and promoting improved cycling infrastructure nationwide.

- **Research & Education:** Investing in groundbreaking research projects and evidence-driven educational campaigns to change behaviours and enhance road user safety.
- **Public Awareness:** Leading public awareness initiatives that humanise the consequences of road trauma and inspire collective action towards safer roads.

## Contact Information

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- **Phone:** [Insert media contact number]
- **Social Media:** Follow us on LinkedIn, Facebook, Twitter, and Instagram for the latest news and updates.