

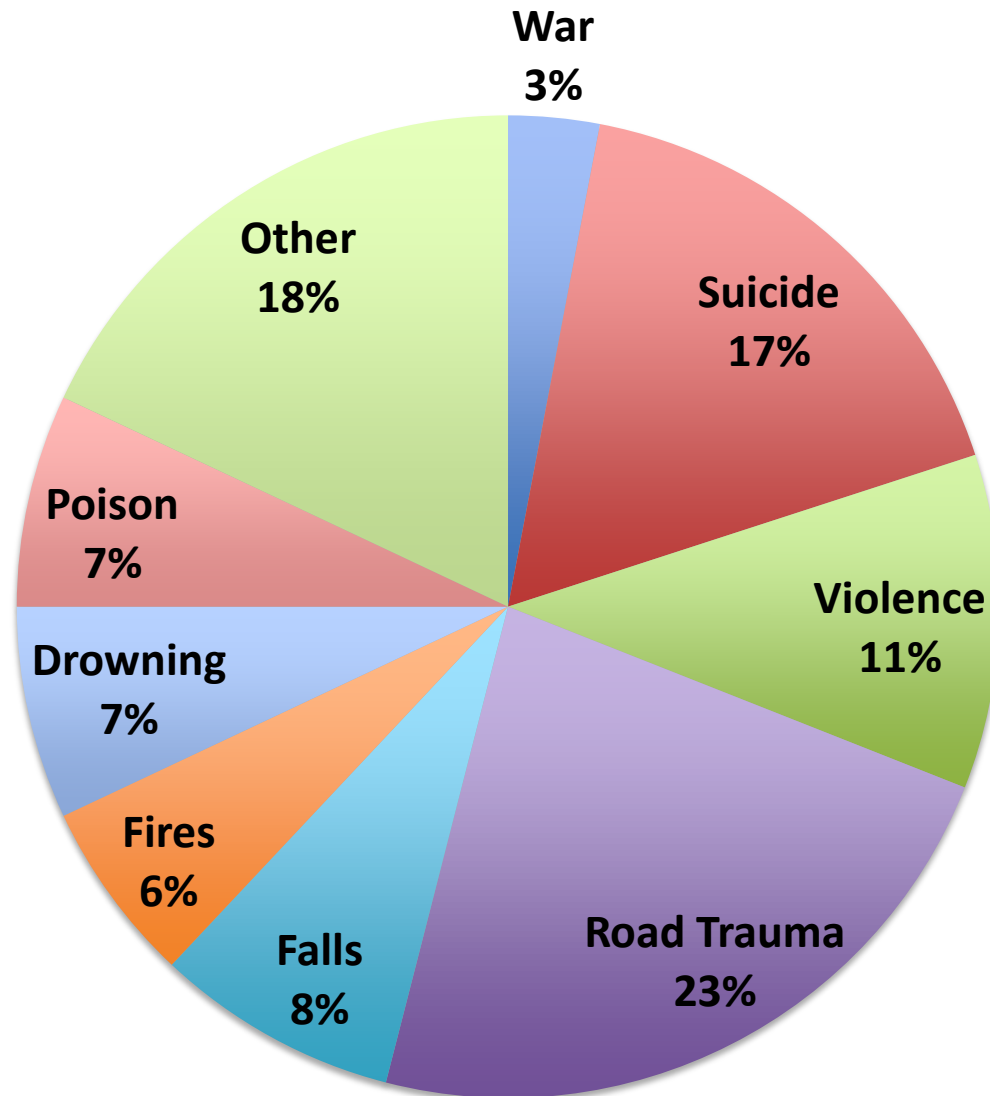
Policy Directions in Road Safety



Overview

- Road Trauma
- Safe System
- National Road Safety Strategy
- 2014 Strategy Review
- Changing Crash Patterns
- Priority Areas

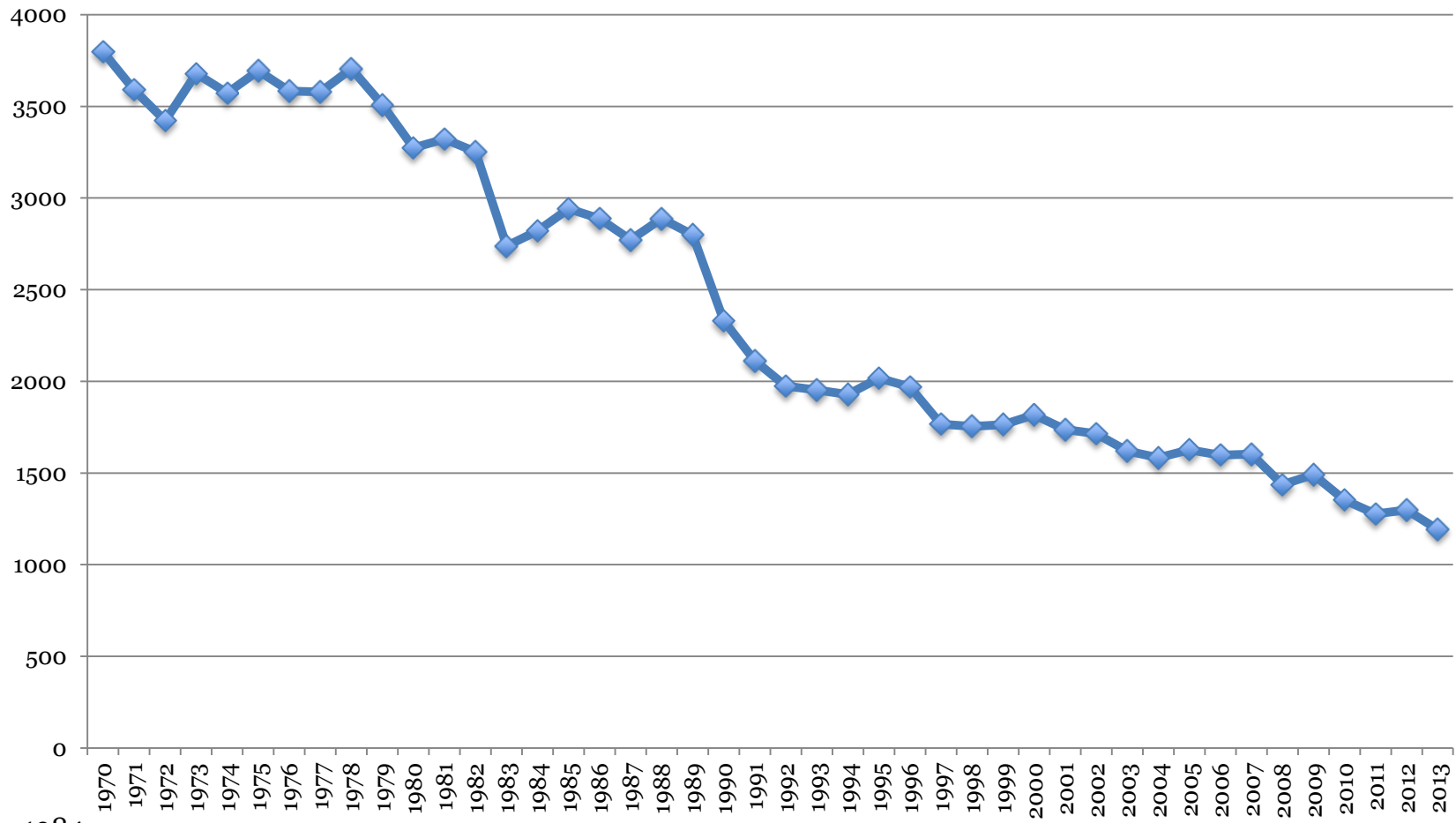
Global Burden of Injury



Road trauma is a big problem

- Worldwide – over a million deaths
 - Australia – Over 1,000 deaths
 - Australia – 35,000 serious injuries
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- Worldwide – over \$1000 billion
 - Australia – over \$27 billion

Fatalities in Australia from 1970 to 2013



History

- Australia traditional leader in road safety
- Early adoption of key countermeasures
- Supported by enforcement and publicity
- Overtaken by other countries
- Vision Zero
- Sustainable Safety
- Safe System

Deaths per 100,000 population (2012)

| 2012 | |
|------------------|------|
| Australia | 5.7 |
| United Kingdom | 2.8 |
| Norway | 2.9 |
| Sweden | 3.0 |
| The Netherlands | 3.4 |
| Canada | 6.0 |
| United States | 10.7 |

Source: International road safety comparisons 2012, BITRE (2014)

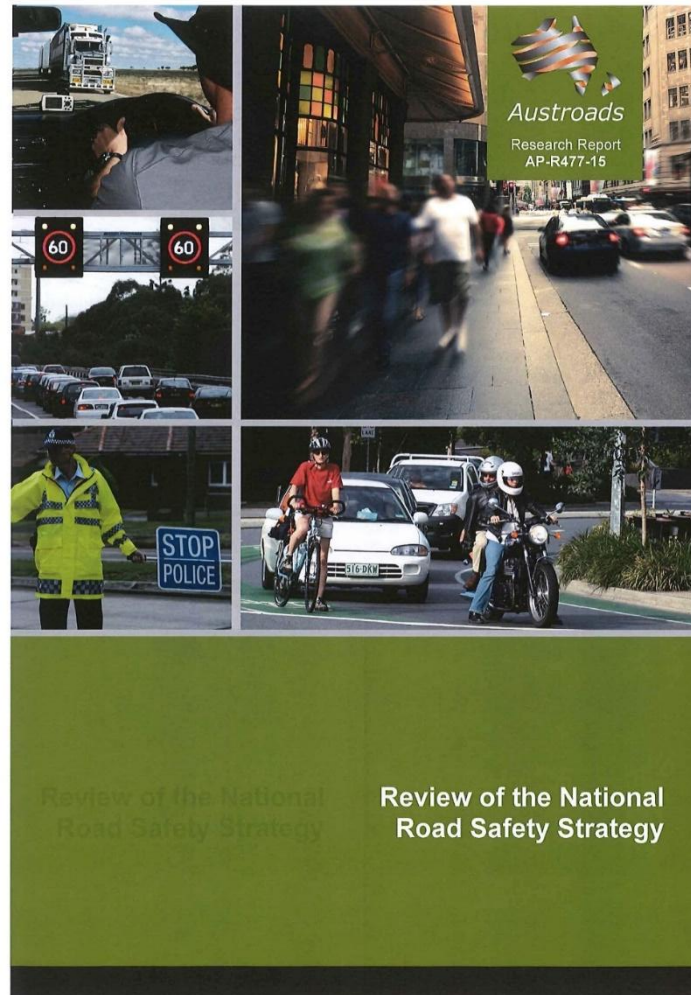
Safe System

- Deaths and serious injuries are unacceptable
- People make mistakes
- Protect from serious injury and death
- Shared responsibility
- Safe roads, speeds, vehicles, road users

National Road Safety Strategy



National Road Safety Strategy
2011–2020



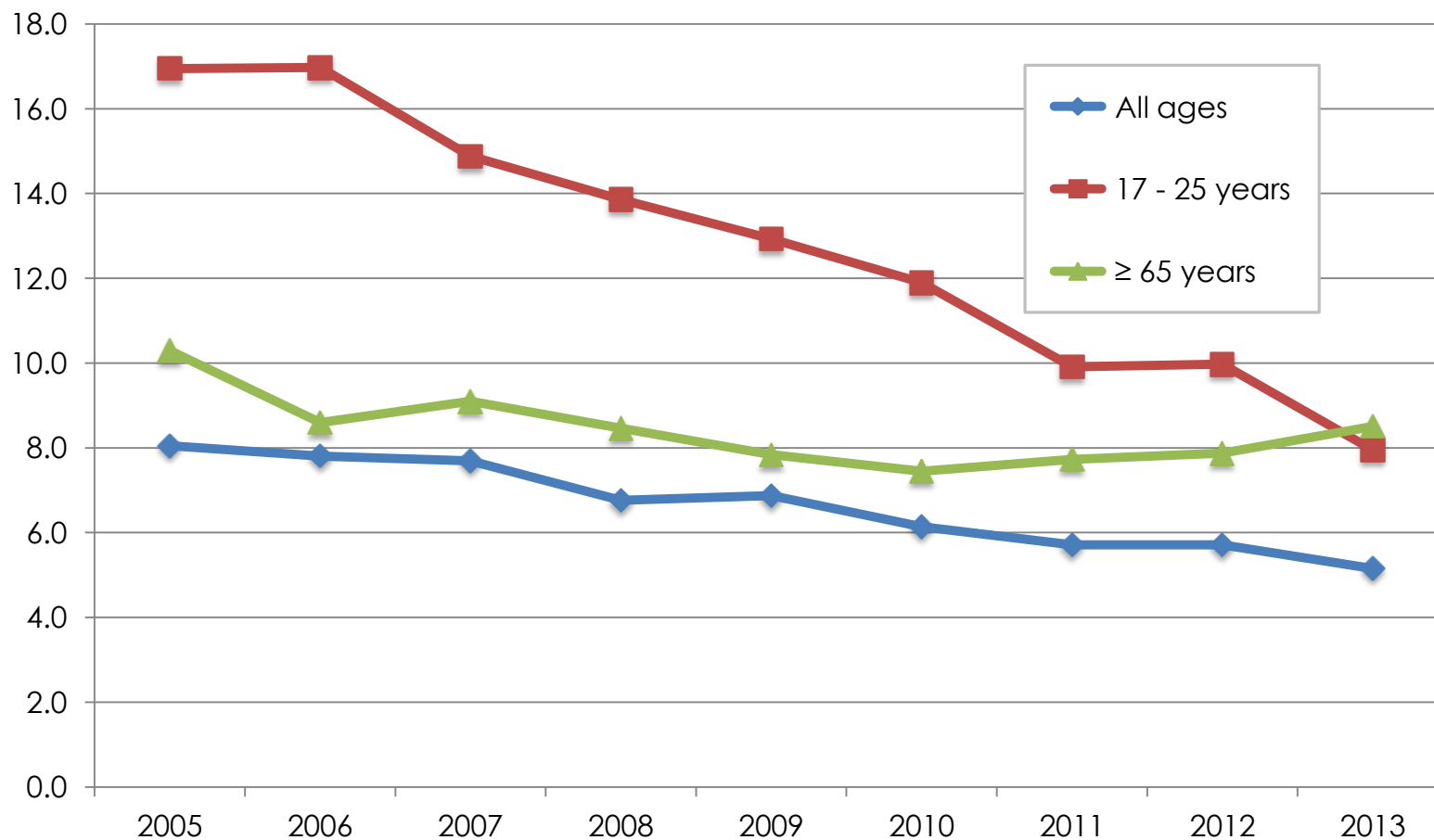
2014 Review

- Not a rewrite of the strategy
- Not a review of the underlying principles or targets
- Not a repeat of the extensive statistical modelling
- Identify new approaches to road trauma
- Identify changes in crash and injury patterns
- Comment on implementation and achievements
- Identify priority areas for the next action plan

Changing Patterns and Countermeasures

- Vulnerable Road Users
- Older Road Users
- Rural and Remote Roads
- Disadvantaged Road Users
- Vehicle Technology
- The Road Safety Message

Fatalities per 100,000 population



Priority Areas

- Vulnerable Road Users
- Older Drivers
- Indigenous Road Users
- Remote Areas
- Speed Management
- Vehicle Technology
- Cooperative ITS
- Infrastructure Investment
- Community Engagement
- Coordination with Urban Planning
- Workplace Road Safety
- Research and Monitoring
- Monitoring Serious Injuries and Crashes
- **Leadership**

Priority Areas

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- Leadership

Vulnerable Road Users

- What does a safe system look like?
- Vulnerable road users are different
- Vehicle technology
- Infrastructure
- Community engagement
- What sort of urban areas do we want?

Older Road Users

- Changing crash patterns
- Increasing exposure
- More than fitness to drive
- Vehicle choice
- Infrastructure
- Mobility options

Vehicle Technology

- Active technologies
- Motorcycles and trucks
- Complex vehicle market
- Ensure the safest vehicles enter the fleet
- Facilitate new technologies
- Promote safe vehicle choice
- Prepare for what comes next

Speed Management

- Immediate
- What do we target?
 - Mean travel speed
 - Speeding
 - Excessive speed
- Strategies for
 - Central city
 - Urban
 - Rural and remote



Infrastructure Investment

- Prioritise and program
 - Review the investment framework
 - Values of death and injury
 - Assess against the Safe System
-
- Importance of small projects
 - Do we always need a benefit cost?

Engaging with the Community

- Range of communication
- Needs to be flexible
- No perfect way
- Understand the audience
- Ever changing

- Use social media
- Peers/ Friends/ Family
- Role models

Local Government

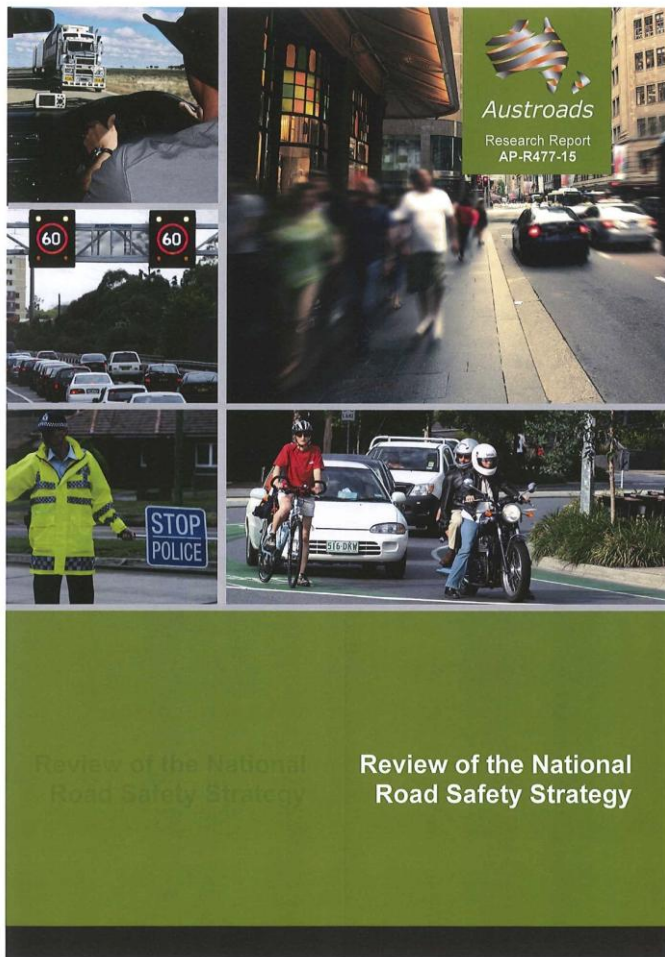
- Facilitate programs
 - Encourage community input
 - Driver mentoring programs
- Encourage sponsorship
 - Leaflets, posters, media space
- Work with venues
 - Sporting clubs
 - Licensed clubs
 - Liquor accord
- Local media
 - Ongoing relationship

Monitoring Serious Injuries

- Total road trauma
- Different crash patterns
- Different user groups
- Impacts infrastructure spending
- Requires cooperation

Recommendations – Next Action Plan

- Priority areas and existing action plans
- Importance of leadership
- **Include all stakeholders**
- Identify responsibility for actions
- Nominate indicators of success
- Monitor non-fatal injuries



NATIONAL ROAD SAFETY ACTION PLAN 2015–2017

The Action Plan outlined in this document is intended to support the implementation of the *National Road Safety Strategy 2011–2020* (NRSS). It addresses key road safety challenges identified in a recent review of the strategy (NRSS Review) and details a range of priority national actions to be taken by governments over the three years 2015 to 2017.

The Action Plan was developed cooperatively by Commonwealth, state and territory transport agencies, and was endorsed by Ministers of the Transport and Infrastructure Council in November 2014. It does not replace the broader 10-year agenda of the NRSS, but will help to ensure that national efforts in the next three years are focused on strategically important initiatives.

