



Sue Hellyer
Principal Policy & Strategy
Officer
Office of Road Safety

Evidence, Action, Innovation
Community Safety and
Injury Prevention
Conference: What Works?
18 & 19 June 2008

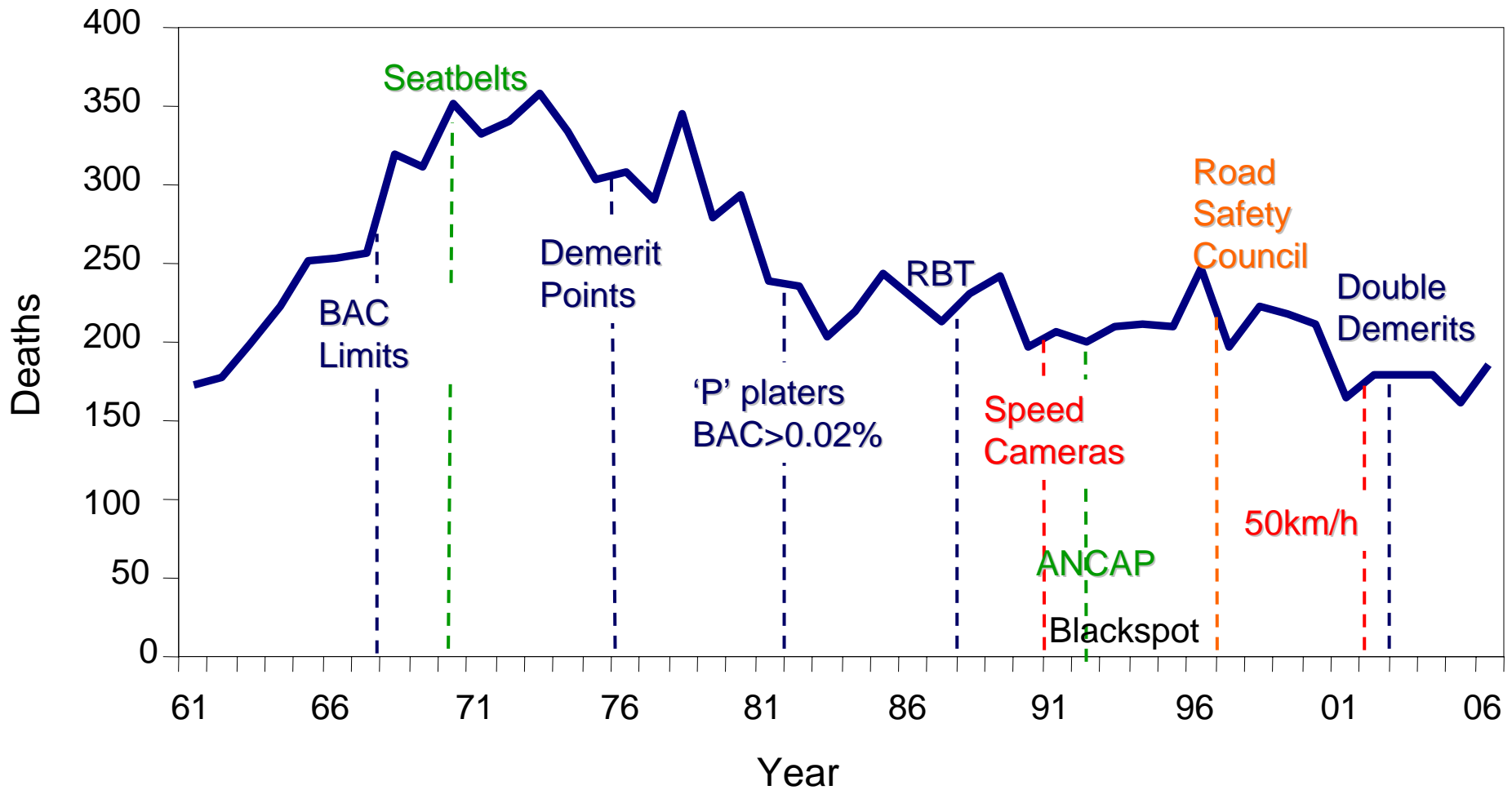
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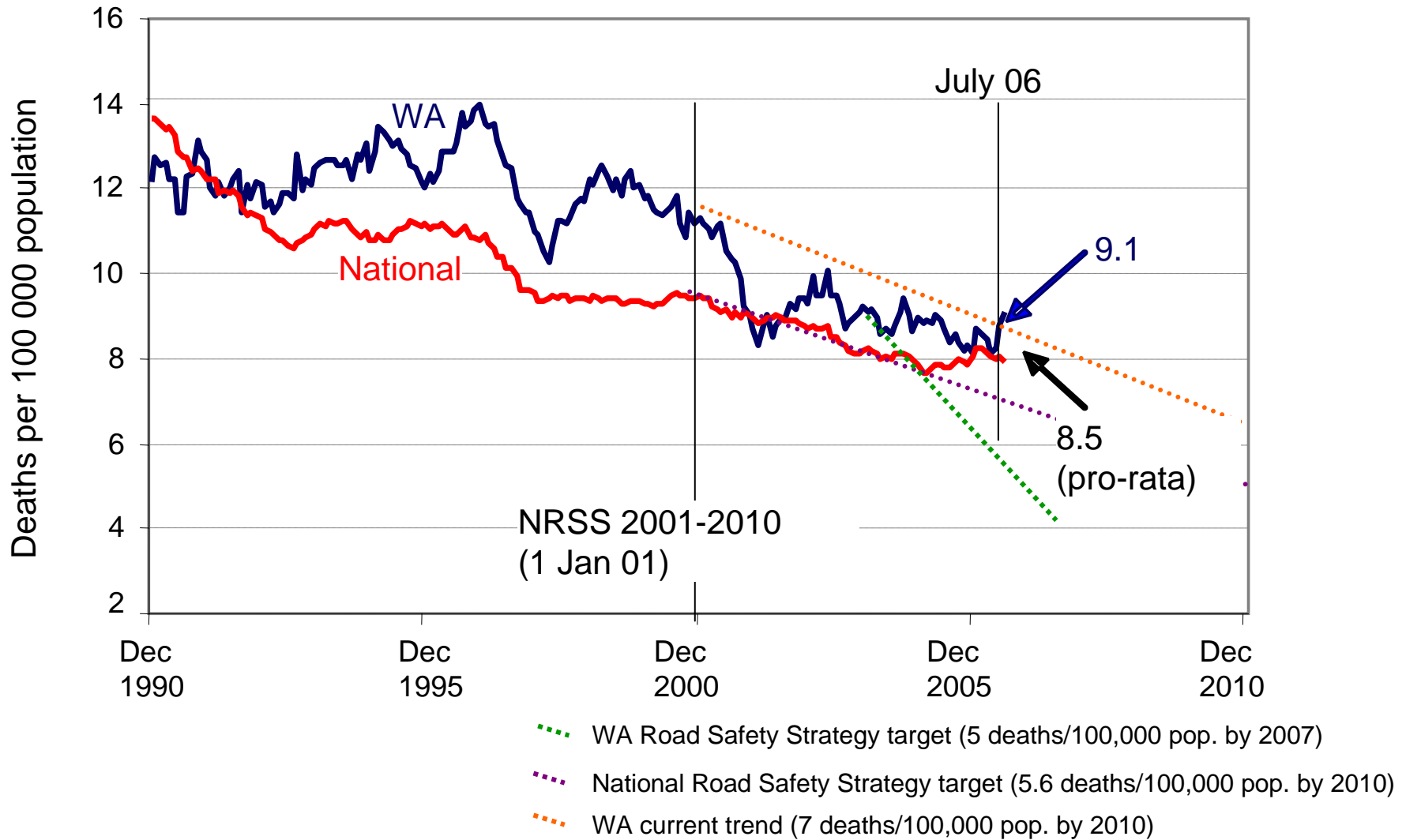


BACKGROUND: ROAD DEATHS & RESPONSES



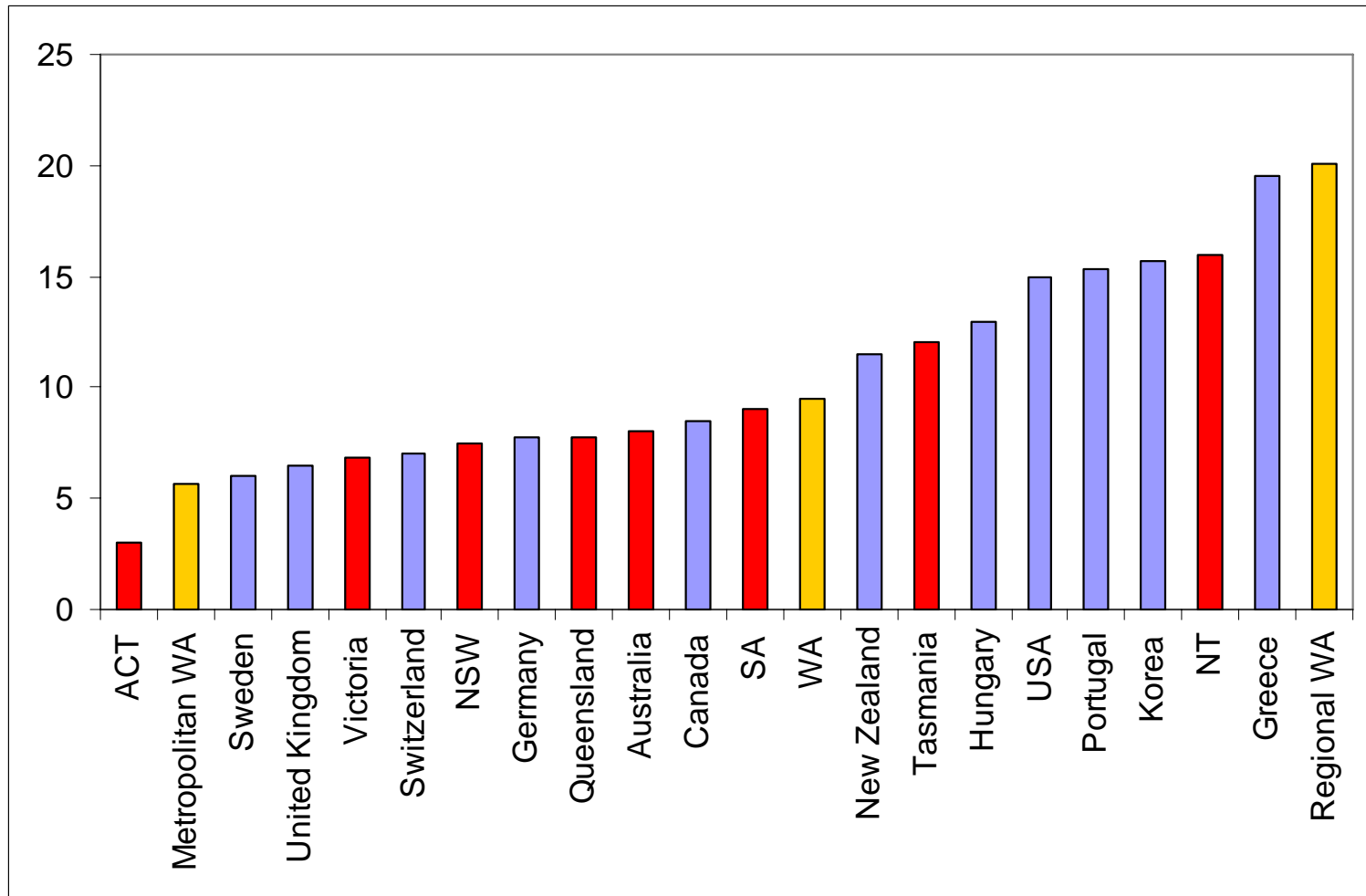
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BACKGROUND: WA & AUSTRALIA



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BACKGROUND: PERTH, REGIONAL WA & THE WORLD



OECD Countries Deaths/100,000 Population

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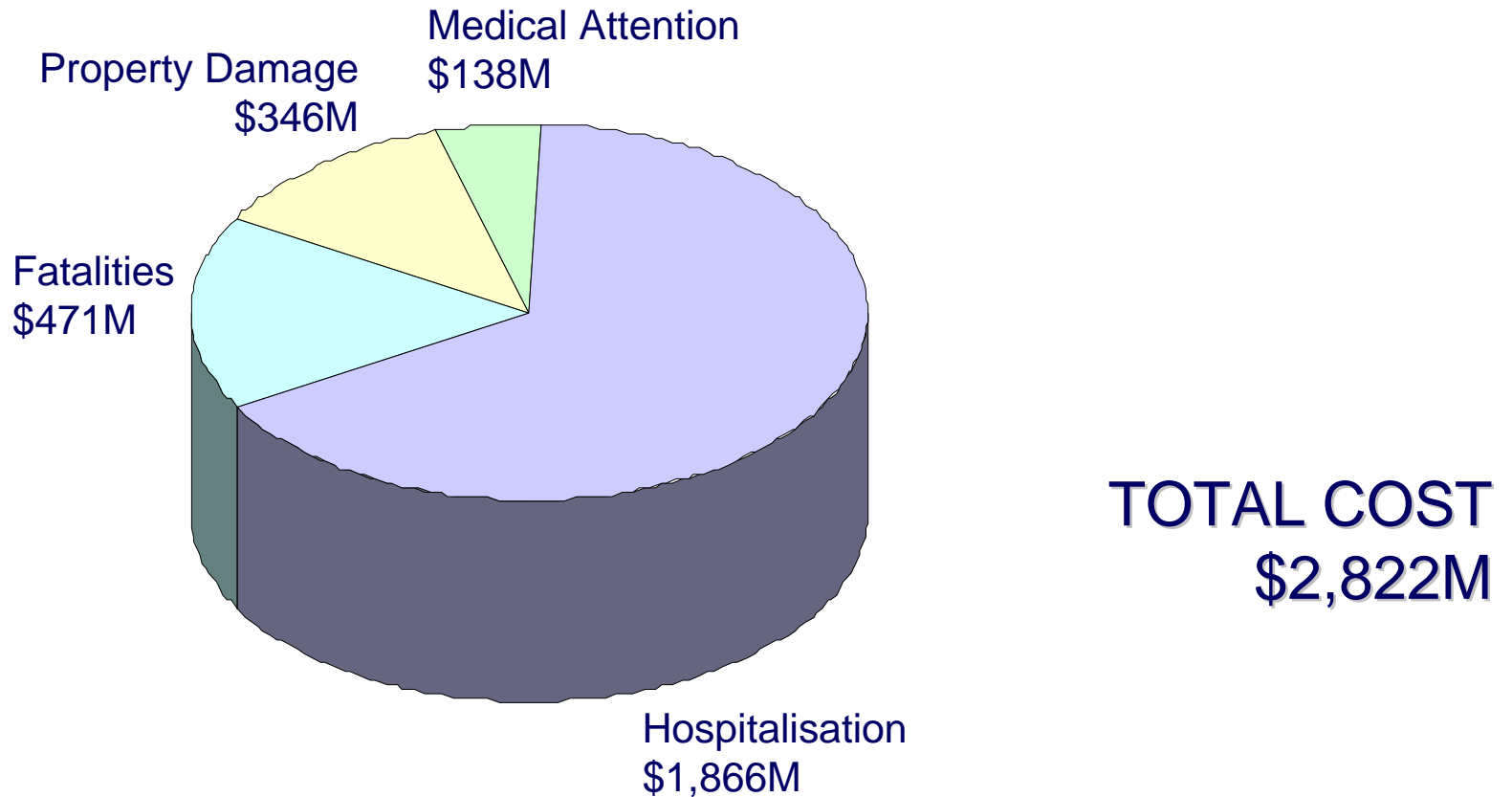
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BACKGROUND: THE BURDEN BY REGION

	Deaths		Hospitalisations	
	5YA	Rate per 100,000 pop	5YA	Rate per 100,000 pop
Metropolitan	79	5.7	2022	145.2
Rural	101	19.9	934	183.7
Great Southern	10	17.4	82	149.2
South West	27	13.9	322	165.9
Wheatbelt North	16	33.2	140	287.4
Wheatbelt South	10	41.4	62	261.7
Gascoyne	3	33.0	21	207.6
Goldfields-Esperance	7	12.1	97	178.0
Kimberley	11	34.3	73	222.5
Mid West	8	16.5	70	140.8
Pilbara	9	23.3	66	168.3
State Total	180	9	2956	155

*Based on 2001 Population (ABS)

BACKGROUND: ESTIMATED ANNUAL COST OF CRASHES IN WA



Based on Bureau of Transport Economics *Road Crash Costs in Australia Report 102* (2000)

THE JOURNEY TO IMPROVED SAFETY

Arriving Safely WA Road Safety Strategy 2003-2007

- traditional focus on behaviour
- legislation, enforcement and education
- seatbelts, drink driving, speeding

Towards Zero Road Safety Strategy for Western Australians 2008-2020

- move to an integrated 'Safe System' approach (4 cornerstones)
- guiding principles:
 - need to cater for mistakes
 - humans are vulnerable to physical force
 - shared responsibility
 - forgiving road system
 - reduced traffic volume leads to fewer crashes
- longer term view
- detailed three year action plans
 - identify priority programs
 - evaluate progress
 - consider emerging research and developments

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SAFE TRAVEL

**Safe Road Use
(alert and compliant)**

**Safe
Speeds**



**Safe
Vehicles**

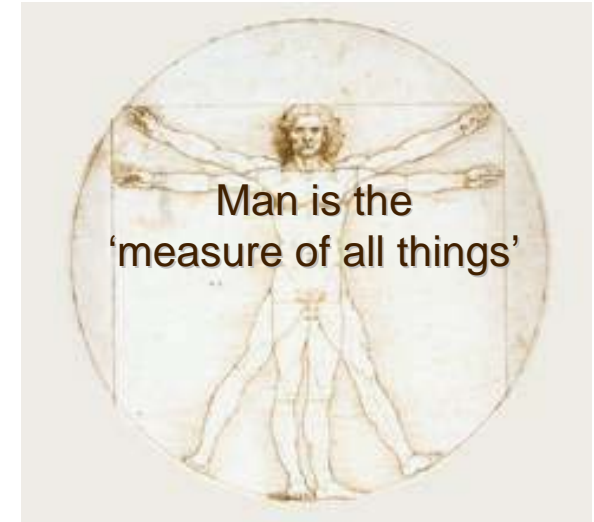
**Safe Roads
& Roadside**

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HUMAN ERROR & FRAILITY IS CENTRAL

- **Human nature**

- all of us make mistakes
- some of us deliberately take risks
- all of us are physically vulnerable



- **The road system must accommodate human nature**

- current system allows crashes that exceed our physical tolerance

20-30 km/h

- car vs pedestrian

20-30 km/h

- car vs motorcycle

30-40 km/h

- car vs tree/pole side-on

50 km/h

- car vs tree head on
- car vs car side-on

70 km/h

- car vs car (head on)

- shared responsibility between users and system designers

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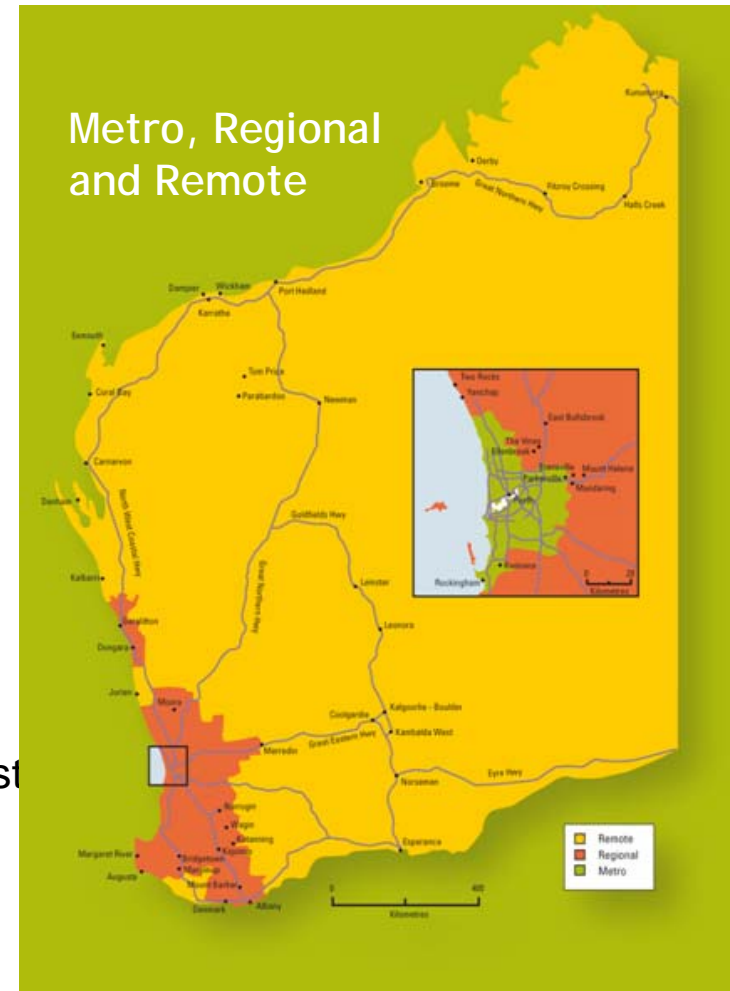
STRATEGY DEVELOPMENT PROCESS

Research

- MUARC
- anchored in scientific research
- analysis of WA's unique challenges
- identified the most cost-effective initiatives

Consultation

- forums, internet survey, discussion paper, questionnaire, representative sample
 - community
 - key stakeholders, government agencies, special interest groups, industrial and political leaders
 - Parliamentary Reference Group on Road Safety
- over 4,000 people participated



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COMMUNITY VIEWS (REPRESENTATIVE SAMPLE)

Safe
Road
Use

Safe Roads
and
Roadsides

Safe
Speeds

Safe
Vehicles

Strong Support

- Perceived effectiveness is strong
- However, some believe parts of the community will be resistant to education and enforcement

Strong Support

- Motorcyclists show limited support for building roadside barriers

Enforcement Majority Support

Speed Limits Moderate Support

- Divided support among special interest groups

Strong Support

- High perceived effectiveness
- Cost of purchasing safe vehicles raised as a potential barrier to effectiveness

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SAFE ROAD USE

Aim:

- Reduce death and injury by influencing road users to be compliant and alert

Draft recommendations include:

- Behaviour programs addressing priority issues
- Improved enforcement
- Undertake selection of programs the community would like to see (such as, first aid training and attitude improvement programs) provided they are not proven to return negative impacts
- Monitor and implement initiatives known to improve behaviour

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SAFE ROADS

Aim:

- Reduce death and serious injury by improving the safety of roads so that crashes are less likely to happen and , if they do occur, they have less severe outcomes

Draft recommendations include:

- Black spot and safer roads programs
- Safe system transformation program - intersections, strategic routes around Perth & remote centres
- Measures to prevent run-off-road crashes
- Research into Intelligent Transportation System elements

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FORGIVING ROADSIDES GIVE MOTORISTS A SECOND CHANCE



Wire rope barriers



Shoulder sealing with edge lines



Recovery zones



Slip base poles

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WIRE ROPE BARRIERS - DEMONSTRATION



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SAFE VEHICLES

Aim:

- Reduce death and serious injury by increasing the take up of safer vehicles and specific vehicle safety features

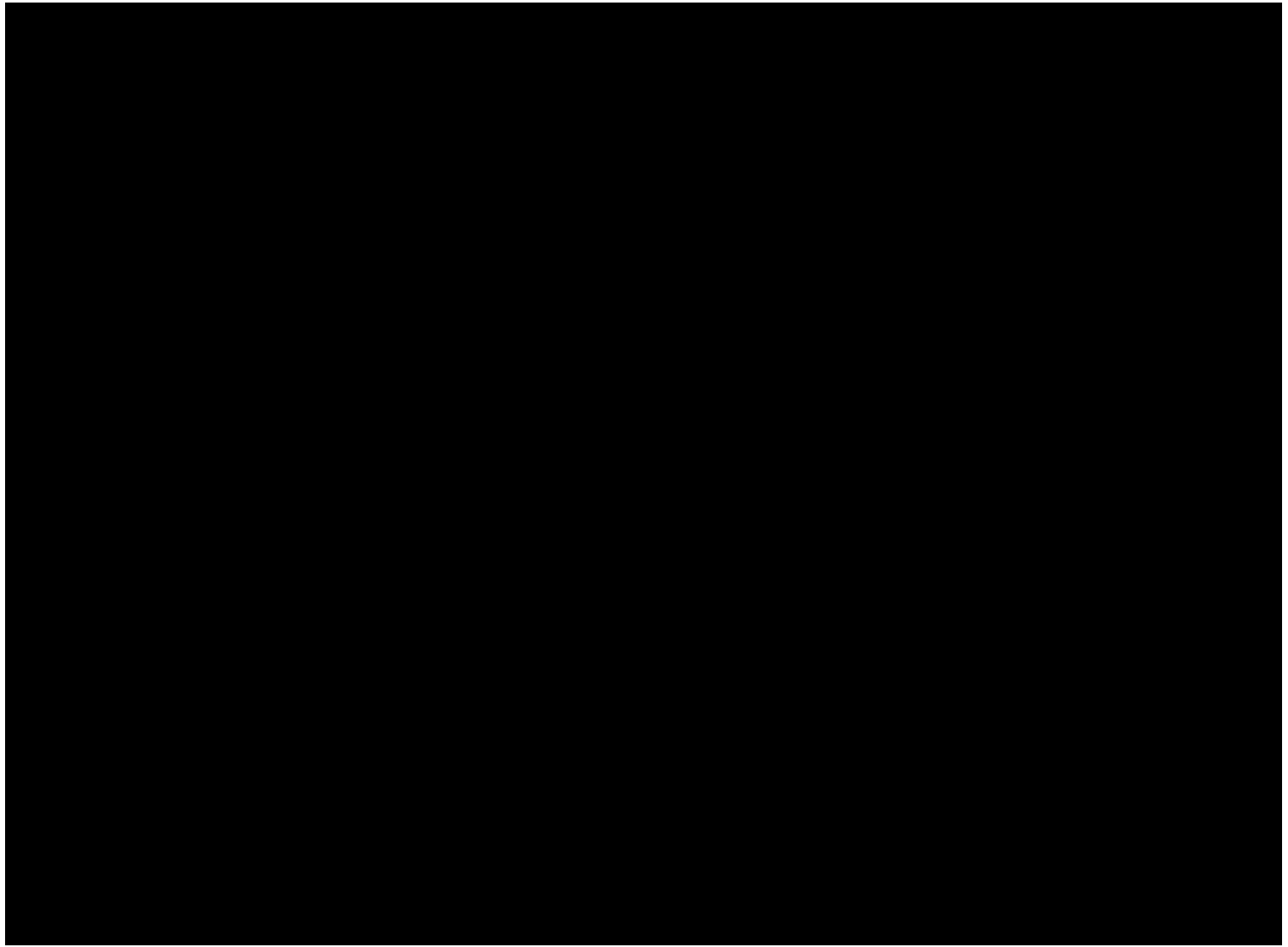
Draft recommendations include:

- Safety features in government and corporate fleet vehicles (side and curtain airbags, active head restraints, ESC and ISA)
- Promote community take up of these safety features, as well as seatbelt interlocks
- Ongoing research and development to identify and progress future opportunities (including improved alcohol interlocks, fatigue warning systems and safety based route navigation)
- Promotion of ESC for 4WD and heavy vehicles

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ESP FROM BOSCH - DEMONSTRATION



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SAFE SPEED

Aim:

- Reduce death and serious injury by ensuring that travel speeds are within the limits of human tolerance and that speed limits are appropriate for the standard of road

Draft recommendations include:

- Enhance speed enforcement
- Further reflection on the appropriateness of WA's speed limits.
 - Road Safety Council recognises:
 - speed limit reductions where infrastructure improvements are not possible would contribute substantially to reducing road trauma, emissions and noise and improving public amenity
 - there are important issues that need to be considered further (public support, economic and travel time issues)

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IMPACT SPEED: RELATIVELY LOW IMPACT SPEEDS CONTRIBUTE TO A SIGNIFICANT INJURY BURDEN



25 km/h



40 km/h



60 km/h



80 km/h



110 km/h

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SAFE SYSTEM

Aim:

- The Road Safety Council will develop strategies that support and sustain the implementation of the strategy cornerstones and the Safe System Approach

Draft recommendations include:

- Specific research programs undertaken to promote the most effective approaches to road safety
- Ongoing evaluation into the effect of reductions in speed limits to convince the public of the benefits of speed reduction
- Progress of the strategy and the four cornerstones monitored and reported upon to ensure and promote the most effective approaches to road safety in WA

OTHER POTENTIAL BENEFITS

- Reduce risks to unprotected road users (pedestrians, cyclists)
- Reduce number of hospital admissions and health resources utilised
- Encourage alternatives to car use (walking, public transport)
- Encourage more active lifestyles
- Reduce energy consumption, emissions and slow climate change (see www.greenhouse.gov.au/fuelguide/tips.html)
- Improve public amenity
- Safer local neighbourhoods

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