



Transport
for NSW

Centre for Road Safety

NSW Road Safety Progress Report 2013/14



December 2014



Contents

Introduction	1
2013 Road Safety Outcomes	2
Road Safety Achievements	4
Safer Roads and Speeds	5
Safer People	8
Community Engagement	15
Safer Vehicles	16
Road Safety Management	18
Regional Road Safety Achievements	19
The Pathway Forward	24

Introduction

The NSW Government is committed to improving road safety



The NSW Road Safety Strategy 2012-2021 and NSW 2021 have ambitious targets for improving road safety in NSW. We aim to reduce fatalities and serious injuries by at least 30 per cent by the end of 2021. I am pleased to report on our progress

towards this and more broadly towards our longer term vision of zero deaths and serious injuries on NSW roads.

A commitment in the NSW Road Safety Strategy is for the Government to report to Parliament on its road safety activities. This is the second annual report to Parliament, and details the road safety results for 2013 calendar year, and the range of initiatives over the 2013/2014 financial year.

The Government has established the Community Road Safety Fund which sees speed and red light camera revenue invested back into road safety. During the 2013/2014 financial year, \$238 million was dedicated to improving road safety. This investment is improving road safety, with fatalities on our roads at historically low levels.

We know as a Government there is more that we can do to prevent deaths and serious injuries. It saddens me to hear of the tragedy of lives lost and serious injuries sustained from road crashes. It not only affects those who have been involved in these crashes, but also their families, friends and communities.

Over the last year, Transport for NSW's Centre for Road Safety has continued to work with the NSW Police Force, Roads and Maritime Services, the Motor Accidents Authority and local governments. This has resulted in construction of safer roads, communication of road safety campaigns, high visibility enforcement to deter unsafe behaviours and building our knowledge base to support future policy directions.

Importantly, the focus has been to involve communities across NSW in the development and delivery of road safety initiatives to prevent road trauma. This includes partnering with community representative organisations such as NRMA Motoring and Services, Amy Gillett Foundation, Bicycle NSW, Motorcycle Council of NSW, NSW Motorcycle Alliance, Pedestrian Council of Australia and health and education organisations.

I am pleased to present this report to Parliament and look forward reporting on the continued development and delivery of road safety initiatives to make our roads safer.

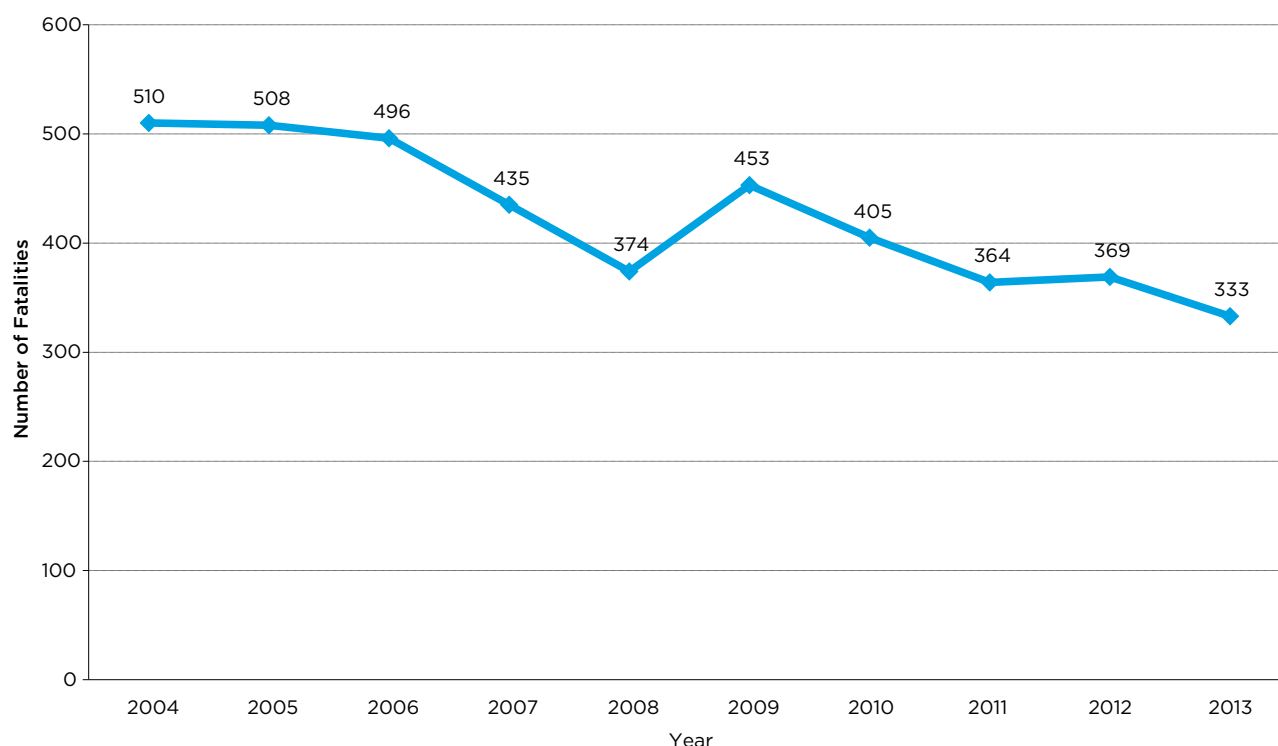
A handwritten signature in black ink, which appears to read 'Duncan Gay'.

The Hon. Duncan Gay MLC
Minister for Roads and Ports

2013 Road Safety Outcomes

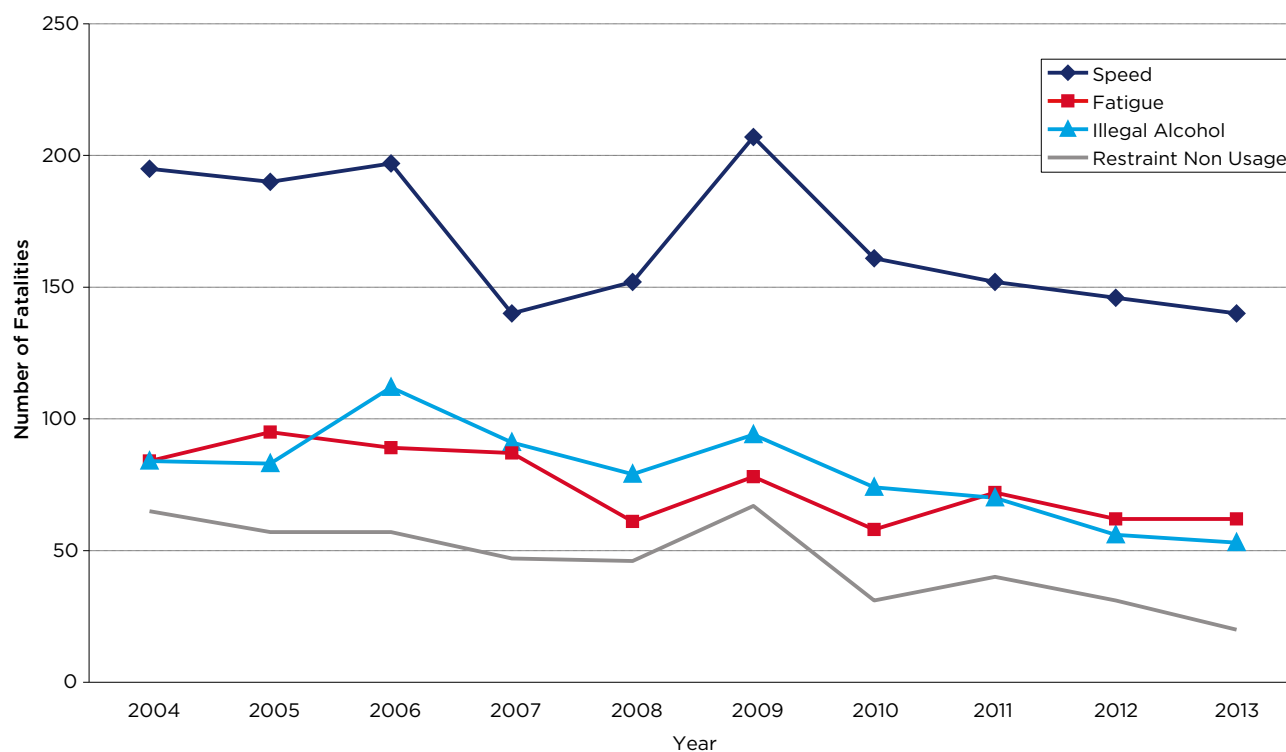
- There were 333 fatalities on NSW roads in 2013, 36 fewer fatalities than 2012 and the lowest calendar year fatality total since 1924.
- This outcome has been achieved even though the NSW population has tripled since 1924, while the number of registered motor vehicles has increased from less than 150,000 to nearly 5 million.
- The fatality rate in 2013 was 4.5 per 100,000 population, the lowest calendar year rate since records began in 1908. However, more work is needed to continue this downward trend to meet the Government's targets of reducing the fatality rate to 4.3 per 100,000 by 2016 on the way to reducing annual fatalities and serious injuries by 30 per cent in the decade up to 2021.
- In 2013, NSW recorded its lowest annual pedestrian fatality total (since records began in 1928) and lowest annual passenger total (since records began in 1939) as well as a 26 per cent reduction in fatalities from heavy truck crashes compared with 2012.
- However, there were increases in motorcyclist and cyclist fatalities in 2013 compared with 2012. There were 71 motorcyclist fatalities in 2013, representing 21 per cent of the NSW road toll and the highest annual fatality total since 1990 (90 fatalities). Cyclist fatalities doubled from seven in 2012 to 14 in 2013.
- There were 21,709 injuries in 2013, which was down five per cent from 22,932 in 2012.
- Preliminary serious injury statistics for 2013 show that there were an estimated 6,744 people admitted to hospital, up slightly on the previous year (one per cent).

Fatalities, NSW, 2000 to 2013



The figure below shows the number of road fatalities in NSW according to main behavioural factors. There have been reductions in road deaths relating to illegal alcohol levels, non usage of restraints and fatigue since 2004. The number of fatalities involving speed has also reduced demonstrating that current strategies are having an impact, however speeding has continued to be the leading contributor to road deaths in NSW.

Fatalities, NSW, Behavioural Factors, 2000 to 2013



Road Safety Achievements

The NSW Road Safety Strategy is underpinned by the Safe System approach. This approach takes a holistic view of the road transport system and the interactions among the key components of that system – the road users, the roads and roadsides, the vehicles and travel speeds. It recognises that all components of the system have a role to play in helping to keep road users safe.

All must play a part. This includes the system builders, including the road authorities and the vehicle manufacturers and importers, and the system users including drivers and motorcycle riders, passengers, pedestrians, bicycle riders and heavy vehicle operators.

During 2013/2014, Transport for NSW has continued to implement the NSW Road Safety Strategy. Some of the key projects delivered include:

- Continued rollout of flashing lights in school zones
- Development of the Mandatory Alcohol Interlock Program
- Continued implementation of the Enhanced Enforcement Program
- Safer Drivers Course launch and expansion
- Restricted P1 Provisional Licence Pilot
- Road Rules Awareness Week
- Road safety communication campaigns
- Development and delivery of the Pedestrian and Cycling Safety Action Plans
- New Motorcycle Lane Filtering Policy
- New Local Government Road Safety Program
- Fatality Free Friday activations across NSW
- Expansion of the Sydney CBD and Parramatta Motorcycle Response Teams
- Motorcycle Awareness Week
- Implementation of the NSW Speed Camera Strategy and annual review
- NSW sponsorship of the National Road Safety Partnership Program
- Road Safety Audits for all major transport projects
- Revised Shared Zone Technical Direction
- Development of the Repeat Offender Strategy and new penalties
- Improved road safety education resources
- Enhanced child restraint information for consumers.

Transport for NSW has worked closely with various partners in implementing road safety measures across the state. Key partners include the NSW Police Force, Roads and Maritime Services, the Motor Accidents Authority and the Department of Education and Communities.

Safer Roads and Speeds

Safer Roads Program

The Safer Roads Program is a targeted road safety infrastructure treatment program which aims to reduce the number of casualty crashes and reduce the severity of injuries when a crash occurs. The Safer Roads Program consists of targeted sub programs that analyse current crash trends and state-wide road safety risks.

Projects are approved and prioritised through a methodology that assesses the anticipated economic benefits and costs and expected reduction in fatalities and serious injuries (serious casualties) of a project. This is to ensure funding is targeted to provide treatments at those areas of the road network to prevent the greatest number of serious casualty crashes.

In 2013/2014 the Program targeted the following:

Run Off Road and Head On Crashes

10 road engineering projects were implemented, with eight projects completed. The projects are expected to prevent 100 serious casualties over the life of the engineering treatments.

Safety Works on Local Government Roads

18 road safety works projects were implemented, with 12 projects completed. The projects are expected to prevent 192 serious casualties over the life of the engineering treatments.

Pedestrian Safety

10 engineering treatment projects were completed to improve pedestrian safety. The projects are expected to prevent 32 serious casualties over the life of the treatments.

Motorcycle Safety

12 motorcycle safety works projects were implemented with 11 projects completed. The projects are expected to prevent at least 19 serious casualties over the life of the engineering treatments.

Route Safety Reviews

The 2013/2014 Route Safety Review program included works for the Kings Highway, Central West (CENWEST) highways and the New England Highway. The 2014/2015 program will incorporate works from Route Safety Reviews recently undertaken on the Oxley Highway and Appin Road.

Appin Road Safety Review

In 2013, the Centre for Road Safety, Roads and Maritime Services and NSW Police, carried out a road safety review of Appin Road. This examined crash history, road environment, roadside signage and speed zones on Appin Road from Kellerman Drive, Rosemeadow to the Princes Highway at Bulli Tops.

The review found that between 2007/2008 and 2011/2012 there had been five fatal crashes, 76 injury crashes and 69 tow away crashes on Appin Road, resulting in five fatalities and 119 persons injured. A further two fatalities and four injuries occurred in 2012/2013.

The review made several recommendations for the development of a program of works that included:

- Relocating or removing roadside hazards (subject to environmental assessment)
- Investigating crash clusters to address the best way to protect motorists from roadside hazards
- Providing upgraded and consistent signage, delineation and line marking
- Enhancing road user campaigns and enforcement activities, particularly those targeting speed and fatigue.

In response to the review, around \$745,000 will be spent on resurfacing the southern section of the road, while another \$100,000 will go towards road safety upgrades, including new road signs, line markings and raised reflective pavement markers during 2014/15. Further works will continue across future years.

Oxley Highway Review

In 2013/2014, the Centre for Road Safety and Roads and Maritime Services carried out a route safety review of the Oxley Highway west of the Pacific Highway, between:

- Pacific Highway and New England Highway
- New England Highway and Newell Highway
- Newell Highway and Mitchell Highway.

The route safety review investigated:

- Fatal and injury crashes
- Road safety engineering issues
- Current speed limits and speed zones
- Driver behaviour issues such as speeding, drink driving and driver fatigue
- Heavy vehicle issues.

Findings from the review will be used to inform a strategy aimed at reducing the number and severity of road crashes on the Oxley Highway.

NSW Blackspots Program

Under the NSW State Black Spot Program, \$28.8 million was invested in 2013/2014 in planning and constructing road engineering treatments designed to reduce road crashes at dangerous locations. The program targets locations that meet a number of criteria, such as the number of crashes, the risk of a crash occurring and the ability to provide a cost effective solution.

Implemented new 40km/h in the Sydney CBD

Between 2008 and 2014, there were seven pedestrians killed in the Sydney CBD including three in the first six months of 2014. In an effort to reduce the number of people being killed and injured within this busy precinct, a new 40km/h speed zone was introduced in September 2014.

The risk of a pedestrian fatality when a motor vehicle is travelling at 50 km/h is twice as high as at 40km/h, which is why 40km/h per hour speed zones were installed in busy pedestrian areas. The new 40km/h limit operates in the area bound by Castlereagh Street and Pitt Street to the east, Kent Street to the west and Hay Street to the south. It also links in with the current 40km/h speed limit in The Rocks to the north of the CBD.

New Shared Zones Technical Direction

In July 2014, a new RMS Technical Direction was released to provide practical guidance on the design and implementation of shared zones including provision for parking. The Government is committed to improving pedestrian safety and amenity and the implementation of applicable shared zones will assist in reducing the incidence of pedestrian death and serious injury.

Implementation of the NSW Speed Camera Strategy and annual review

The 2014 speed camera review assessed 132 cameras in 107 fixed speed camera locations and found speed cameras continue to deliver positive road safety benefits.

The 2014 review of fixed speed cameras found that there has been a:

- 42 per cent reduction in the number of crashes;
- 90 per cent reduction in deaths; and
- 40 per cent reduction in injuries at these camera locations.

Speeding related crashes happen every week in NSW. Speed cameras support high visibility policing and are put in high-risk locations where people have been injured or killed. Around 140 people die and 4000 people are injured in speeding related crashes each year. The reviews shows that speed cameras, high visibility policing and strong public education campaigns change driver behaviour and help prevent crashes.

Red-light speed cameras are being rolled out to 200 high risk intersections across NSW. There are currently 132 locations operating, 14 under construction and a further 54 to be identified (as at 30 June 2014). The 2014 review show that red-light speed cameras are effective, reducing casualties by 36 per cent at their locations, including a 49 per cent reduction in pedestrian casualties.

The NSW mobile speed camera program has recently increased to the full program of 7,000 hours of enforcement per month statewide. Twenty-four out of the State's 25 point-to-point enforcement length cameras for heavy vehicles have been installed, with the last length to be completed by end of 2014.

The Centre for Road Safety has also expanded community involvement in the selection of speed camera locations. The public can now use the Safer Roads website to nominate places where they think speed cameras should be located. To date over 1,400 nominations have been made.

Smart Rest Area Trial

In 2013/2014, fatigue was a factor in almost 20 per cent of road deaths. A Smart Rest Area Trial has been developed to provide truck drivers with real time information around the facilities, location and parking availability at seven rest areas along the Newell Highway between Narrabri and Gilgandra. The trial aims to improve road safety for heavy vehicle drivers, helping them to better manage fatigue by taking rest opportunities.

The trial is a Cooperative Intelligent Transport System project and will measure available parking in a rest area and transmit this information to heavy vehicle drivers. Vacancy Measurement and Smart Rest Area Management Systems have been completed, along with signage ahead of vehicles being fitted with the technology.

Safer People

Continued rollout of flashing lights in school zones

As at 1 July 2014, school zone flashing lights have been installed in 1,255 school zones covering over 1,300 schools.

In June 2013, the NSW Government committed to installing school zone flashing lights to all schools in NSW by the end of 2015. This means that more than 1,500 schools will receive flashing lights by 2015 that otherwise would have missed out.

Roads and Maritime Services has consulted with all impacted schools and local councils to ensure that flashing lights are installed at locations that will have the biggest road safety benefit.

Safety Around Schools Guide



The Safety Around Schools Guide has been released, providing back to school safety tips and information for principals, parents and members of the school community. The guide was written with input from school community stakeholders and the agencies responsible for road safety around schools.

Safety Town



Safety Town [safetytown.com.au] is the first online road safety education website in Australia and was launched in March 2014. The target audience of this resource is years five and six primary school students. Transport for NSW developed Safety Town in collaboration with the Office of the NSW Board of Studies and the education sectors.

Safety Town is a unique resource because it can be accessed in the classroom or at home, helping parents and teachers to reinforce road safety messages to children at a time and place that suits them, using an interactive and engaging tool.

Child Restraint Campaign and new child car seat website

The new Child Car Seat website (www.childcarseats.com.au) was launched on 13 June 2014 and was supported by NSW's biggest ever child seat campaign, 'We're Counting on You'. Between its launch to 31 July 2014 there were 50,997 visits and 159,133 page views on the website.

In 2013/2014 the latest Child Restraint guidance to parents and carers was released with 15 new child restraints. Transport for NSW has also continued the implementation of the research program into child restraints through the Child Restraint Evaluation Program.



I'm counting on you

- 1 Have you got the right car seat?
- 2 Have you fitted and adjusted it correctly?
- 3 Do you know how to check it properly?

Make sure your child is safe
Find out at childcarseats.com.au

 **Transport for NSW**

Pedestrian and Cycling Safety Action Plans



In 2013, 44 pedestrians were killed and 1,661 injured. Pedestrian fatalities was 11 lower than 2012 and is the lowest since 1924. In 2013, 14 bicycle riders were killed, double the seven fatalities in 2012. In addition, a further 1,016 cyclists were injured.

The Pedestrian Safety Action Plan and Cycling Safety Action Plan were released in May 2014 and will deliver a range of initiatives to improve pedestrian and cycling safety. For pedestrians, these include installing safer road infrastructure, improving signal phasing, a trial of countdown timers, ensuring safe speed zoning, promoting the uptake of pedestrian safety vehicle features and further work with local governments.

Initiatives for bicycle riders and motorists will involve increasing comprehension of and compliance with the road rules, raising awareness of the importance of safer road interactions, improving bicycle safety skills and engagement between government and bicycle user groups. These initiatives will complement the Government's investment in the development of dedicated infrastructure for cycling. This will see safer routes for bicycle riders to take as detailed in the Sydney Cycling Future's plan and the Regional Transport Plans.

Cycling partnership with the Amy Gillett Foundation

An early initiative from the Cycling Safety Action Plan was the partnership between Transport for NSW and the Amy Gillett Foundation in launching the NSW Safe Cycling Communities campaign – It's a Two Way Street. To date there have been outdoor billboards, radio and print media developed, along with the NSW Drive and Ride Rules being released in February 2014. The rules have been made into a handy z-card, with over 10,000 distributed. The campaign will continue throughout 2014 and into early 2015, with early evaluation results showing that campaign recall is 32 per cent, and respondents having reported more positive attitudes toward those riding.

Motorcycle Safety

71 motorcycle riders were killed in 2013, 10 more fatalities than 2012. In addition, 2,624 motorcycle riders were injured in 2013.

As well as the Safer Roads Motorcycle Safety Infrastructure Program, research has continued into motorcycle helmets, through the Consumer Rating and Assessment of Safety Helmets (CRASH). The program has seen a further 30 motorcycle helmets tested during 2013/2014 with the independent results published on www.CRASH.org.au.

In October 2013, the Making roads more motorcycle friendly guide was released for planners and engineers to incorporate motorcycle safety features in road design, maintenance, upgrades and developments.

Transport for NSW has also established a motorcycle safety implementation working group with key road safety stakeholders such as the motorcycling and motorist community representatives to oversight the delivery of the NSW Motorcycle Safety Strategy.

A major in-depth motorcycle crash study is also underway to inform future motorcycle programs.

Motorcycle Lane Filtering policy

On 1 July 2014 NSW became the first Australian jurisdiction to make motorcycle lane filtering legal. The new motorcycle lane filtering laws allow riders to move between stationary and slow moving traffic travelling at speeds below 30km/h when it is safe to do so. A new 'lane splitting' offence was also introduced on 1 July 2014. This offence penalises motorcyclists who move alongside vehicles in the same lane travelling over 30 kilometres per hour.

The new laws were developed following a 2013 trial of lane filtering in the Sydney CBD, which found that when performed safely under certain conditions, lane filtering can improve travel times for motorcyclists without jeopardising road safety for other road users. To date, the lane filtering website animations have received over 30,000 views since their launch on 23 June 2014.

Enhanced Enforcement Program



During 2013/2014, the Enhanced Enforcement Program enabled 211,000 additional highly visible police enforcement hours to be developed over and above normal operating requirements.

Eight state-wide operations and a further 124 operations that targeted dangerous driving behaviours including speeding, drink driving, non restraint usage and fatigue were conducted. This included 'Operation Freeflow', which targeted motorways in and around Sydney and seven major route operations on the Pacific, Kings, Newell, Great Western, Princes, New England and Hume Highways.

These operations conducted random breath tests, enforced traffic laws and provided a high visible presence to deter unsafe driving behaviour on the roads. For example, Operation Phoenix 2 was a three phase high visibility operation that was conducted between September and December 2013 targeting dangerous drivers with random breath testing and speed enforcement. It saw 25,783 random breath tests carried out and 654 speed infringements issued.

Under this Government, the Traffic and Highway Patrol Command has been centralised allowing for a more strategic and targeted deployment of police resources across the state to address major road safety issues.

The Enhanced Enforcement Program also supported the rollout of high visibility road safety message markings on highway patrol vehicles.

Expansion of the Sydney CBD and Parramatta Motorcycle Response Teams

Following the success of the Motorcycle Response Team in the Sydney CBD in 2012/2013, a second Motorcycle Response Team was established in Parramatta in 2013.

From 1 July 2014 both the Sydney CBD and Parramatta Motorcycle Response Teams expanded to include two additional officers for both teams. Both teams have also undergone location expansion with the Parramatta team extending their coverage to Castle Hill and Blacktown and the Sydney CBD team to Bondi and Kensington.

Local Government Road Safety Program

During 2013/2014 86 local councils participated in the Local Government Road Safety Program to deliver 229 local road safety projects.

A revised Local Government Road Safety Program commenced on 1 July 2014. The revised program model delivers a three year commitment to local road safety, with local councils to now develop three year action plans targeting local road safety priorities. Participating councils can elect to receive 50-50 funding for a road safety officer position and/or receive funding for local road safety projects.

Significant training was provided to councils across the state on the revised program, including on the Safe Systems approach to road safety.

Safer Drivers Course expansion



Since the Safer Drivers Course commenced on 1 July 2013, over 15,600 learner drivers have completed the course as of September 2014. The program has 22 accredited course providers who deliver the course in approximately 250 locations across NSW.

The course teaches learner drivers about low risk driving strategies such as speed management, gap selection, hazard awareness and safe following distances, as well as how to identify risks and make safe decisions.

A promotional video was also developed and won a Clarion Award for best experiential campaign. The Clarion Awards is one of the UK's most prestigious awards for the communication of corporate social responsibility, social and ethical debate, diversity, inclusion and humanitarian issues such as health, education, social welfare and safety.

Restricted P1 Licence Pilot

The Restricted P1 licence pilot was launched on 1 July 2013. It aims to assist young learner drivers from remote, lower socio-economic and Aboriginal communities to access restricted licenses for travel to work, education or medical appointments, by reducing log book hours to 50 hours. The two year pilot enables better access to education, employment and other life opportunities. It is targeted to Bourke, Brewarrina, Walgett, Broken Hill City, Balranald and Hay local government areas.

Speed limit for learner drivers

On 1 July 2013, the speed limit for learner drivers was changed so that they can travel up to 90km/h instead of 80km/h. This change to the learner speed restriction allows learner drivers to gain experience on higher speed roads and prepare them for graduation to their P Plates.

Clarifying cross-border requirements

From 1 July 2013, regulatory changes were introduced to make it simpler for NSW learners, P-platers, and interstate drivers visiting NSW to understand the licence conditions that apply to them. The change now ensures all restrictions applicable to a NSW learner or P-plater continue to apply when the licence holder is travelling interstate.

Amendments were also made to clarify that it is an offence for interstate licence holders to drive in NSW if they are not complying with a licence condition imposed by their home jurisdiction. A further change was made so the NSW learner speed limit restrictions no longer apply to visiting interstate learner licence holders.

Breakdown Safety Strategy implementation



During 2013/2014 implementation of the Breakdown Safety Strategy continued with the delivery of many actions including Roads and Maritime Services distributing around 3.9 million Breakdown Safety Glove Box Guides via registration renewals to assist road users to remain safe in a breakdown situation. The Guide was also distributed through registries, the NSW Centre for Road Safety website and NRMA Roadside Assistance, with relevant information included in the Road User Handbook.

In August 2013, to better protect broken down vehicles, or incident response personnel, the Road Transport Act 2013 was amended to make it clear that the court is to take into account the presence of obstructions and hazards on a road, such as a broken down or crashed vehicle, when determining whether a person is guilty of negligent, furious, reckless or dangerous driving.

Transport for NSW has also worked with organisations with roadside workers, such as NSW Police and State Emergency Services, to develop a video to communicate the importance of slowing down and providing space for those required to work or who have broken down on the roadside.

Motor Accidents Authority

The Motor Accidents Authority (MAA) of NSW is a statutory corporation that regulates the compulsory third party (CTP) personal injury insurance scheme for motor vehicles registered in NSW. CTP motor vehicle insurance is compulsory in all Australian States and Territories and is designed to ensure that compensation is available to those who are injured in motor vehicle crashes.

Under the Road Safety Memorandum of Understanding, the MAA is a key partner with the Centre for Road Safety in the delivery of road safety research, education and awareness campaigns and data collection. In 2013/2014, the MAA supported the development of the fatigue and motorcycle safety campaigns, shared paths and post crash response research as well as injury data linkage and enhancement work.

NSW Sponsorship of the National Road Safety Partnership Program

In June 2013 the National Transport Commission launched the National Road Safety Partnership Program in a joint initiative with industry. Transport for NSW and the Motor Accidents Authority have provided funding towards the implementation of workplace road safety projects across the private sector, including the development of case studies that will illustrate workplace road safety issues. Funding is also used to support website and stakeholder engagement, newsletters, ongoing case study development, benchmarking, and support across working groups and special projects.

Driver Distraction

The “Get your hand off it” campaign targets drivers who use mobile phones illegally while driving. The campaign has been extended to include three new music videos launched in February 2014, which includes country, hip-hop and rock videos. These were published online and are being shown at various road safety events.



Driver Fatigue

A new fatigue campaign “Don’t Trust Your Tired Self” was launched in December 2013. The campaign aims to improve awareness of fatigue and the dangers of driving tired – one of the top three killers on our road. The campaign also aims to inform drivers that fatigue is an issue that can occur on any drive no matter how long or short, highlighting that self-assessment both prior to and during driving is key to staying safe.

As part of the campaign drivers are encouraged to visit the website “testyourtiredself.com.au” for a fun and simple tool to test how tired they might be before driving, and importantly find out what to do before getting behind the wheel to avoid driving tired.

Speed Cameras Campaign

In 2014, the successful “Don’t Rush” campaign was extended to show how more lives would be lost if there were no speed cameras. The latest version of the campaign focuses on prevention and shows the impact of a speeding related crash on the community and how this can be prevented if people stick to the speed limit.

Speed Adviser App

‘Speed Adviser’ is the first Intelligent Speed Adaptation developed by a Government Transport Agency in the world. The Smartphone app was designed to reduce speeding and save lives.

The application was released in February 2014 and provides free access to accurate speed zone information and warnings across more than 225,000km of the NSW road network. At the end of June 2014, more than 52,000 downloads of Speed Adviser had been recorded. The application is available for both iPhone and Android phone users.

Plan B

The Plan B drink driving campaign continued in 2013/2014 with Transport for NSW using its sponsorship of Cricket NSW and associated leveraging activities to support the Plan B campaign. The campaign presents practical options to avoid drink driving. Taking a humorous and positive approach, it is designed to engage the community in conversation about making alternative arrangements to get home after a night out. The campaign works in combination with the police by emphasising that mobile random breath testing operations can happen anytime, anywhere.

New Centre for Road Safety website

Since the launch of the new Centre for Road Safety website (<http://roadsafety.transport.nsw.gov.au>), visits have increased by over 160 per cent compared to the previous year owing to the improved design of the website and the increased information available.

The website is a one stop shop that enables both the public and key stakeholders to find important road safety information. It also provides links to key road safety campaigns and social media.

Older Drivers

On 9 September 2013, Transport for NSW announced the recommendations of the Older Driver Taskforce, which was set up to review the current NSW older driver licensing arrangements.

After an extensive examination of crash and medical evidence, the Taskforce recommended the current system be retained, as it provides the right balance between mobility and independence for older drivers and road safety for all road users. The Taskforce also made recommendations to improve communication, education and information to help older drivers keep driving, as long as they are safely able to do so, and to assist drivers and their families to prepare for the transition to retire from driving.

Transport for NSW in collaboration with NRMA Motoring & Services, the Australian Medical Association, Alzheimer's Australia, Roads and Maritime Services and the Department of Family and Community Services, is also developing a communication strategy to cover issues such as licensing options, decision making processes, medical and driver assessment, using safer vehicles, alternative transport options and retirement from driving.

Aboriginal Road Safety

Since 2011, Aboriginal driver licensing access programs such as the ACE – On the Road Program, Birrang Initiative and the Driving Change Licensing Support Program have achieved the following:

- 160 learner licenses obtained
- 169 Provisional P1 licenses obtained
- 27 licenses regained.

More than 106 young Aboriginal people have completed the new Safer Drivers course, reducing their mandatory logbook by 20 hours. A total of 203 Aboriginal people have now completed the Sober Driver Program and 356 Aboriginal people have been supported in driver mentoring programs to secure a driver licence. Additionally, a bicycle helmet program is in place, which to date has seen more than 3,000 helmets provided.

Transport for NSW has developed a NSW Aboriginal Road Safety Action Plan, to reduce road trauma through further understanding its causes and actions needed to tackle them. The initiatives from the plan will be developed with stakeholders and implemented with local communities across the state to deliver sustained road safety improvements.

Community Engagement

Fatality Free Friday activations across NSW



In support of the 2014 Fatality Free Friday campaign, Transport for NSW purchased six inflatable cars to display at local shopping centres, market days and sports events around the state. The inflatable cars acted as a major drawcard of the campaign with community members encouraged to sign the cars to take the pledge.

The campaign involved a two-month community engagement campaign with road users including drivers, riders and pedestrians who were encouraged to learn more about road safety and sign the safe behaviour pledge.

Road Rules Awareness Week

The annual Road Rules Awareness Week was held in February 2014 and featured a suite of new website animations to help explain the top ten misunderstood road rules. Road Rules Animations that have been featured have resulted in more than 100,000 views to date.

Sydney Royal Easter Show

The Sydney Royal Easter Show is the largest annual event in Australia running over two weeks with more than 860,000 people flocking to Sydney Olympic Park. In 2014, the Centre for Road Safety's interactive display raised awareness about serious road safety issues such as driver distraction, fatigue and child restraint usage.

bstreetsmart forum

Australia's largest annual event on road safety, 'bstreetsmart' was held on 19-21 August 2014 and featured presentations by the Centre for Road Safety to approximately 18,000 high school students on significant road safety issues for young people. The event also included an announcement by the NSW Premier to provide funding for bstreetsmart for a further four years.

Connected Classrooms

Connected Classrooms forms part of the bstreetsmart road safety program and currently has four video sessions available to inform students on how to reduce risk taking behaviour through greater awareness of the consequences of distracted driving, speeding, drink and drug driving and driver fatigue. There is also information on the safety features of vehicles and how these are tested.

Safer Vehicles

Heavy Vehicle Safety

In June 2014 a revised Safety Technologies for Heavy Vehicles and Combinations guide was published. The update includes a further seven technologies such as electronic braking systems, daytime running lamps and adaptive headlamps which are being promoted to reduce the number and severity of heavy vehicle crashes.

Transport for NSW commissioned a national and international literature review to obtain a comprehensive understanding of current attitudes and practices about seatbelts, including motivators and barriers to seatbelt wearing by heavy vehicle drivers. A qualitative and quantitative seatbelt usage and attitudes survey was also commissioned in April 2013. This research will inform future policy directions.

Heavy Vehicle Roll-Over Training

Transport for NSW developed the heavy vehicle rollover prevention program as part of Roads and Maritime Services' NSW Livestock Loading Scheme. To date, over 400 drivers have successfully completed the training course. The program provides heavy vehicle drivers education to ensure that they can safely operate 4.6 metre high livestock vehicles and apply techniques to minimise the risk of vehicle rollover. Following on from the training delivered to the livestock industry, Transport for NSW has commenced training with the logging industry.

Cooperative Intelligent Transport System Initiative (CITI)

The Centre for Road Safety has commenced a Cooperative Intelligent Transport System Initiative (CITI) pilot with what will be the first semi-permanent Cooperative Intelligent Transport Systems (CITS) field test site in Australia. During 2013/2014 Transport for NSW awarded a contract to Cohda Wireless to supply the technology for the trial. A radio spectrum survey undertaken by CSIRO along the entire route was also completed. The project will see the construction of a 42 kilometre connected freight corridor test facility in the Illawarra Region of NSW and include up to 60 heavy vehicles fitted with CITS devices.



Street rod guideline

A new standard to enable street rods to be fully registered and allow motoring enthusiasts to cruise their street rods safely on NSW roads was released on 16 May 2014. The standard consists of the recently revised *National Guidelines for the Design and Construction of Street Rods in Australia* and a Transport for NSW supplement, which ensures street rods are safe enough for full registration.

Brake assessment procedure

During 2013/2014 the Vehicle Standards Working Group, on which motoring enthusiasts are represented, developed a number of important vehicle related policy documents, including a new and more practicable way to test the brakes of modified and individually constructed vehicles.

The group also contributed to important regulation changes, including recognising national codes for vehicle modification and construction, and removing ambiguities on motorcycle indicators.

Safer vehicles for young drivers

On 25 June 2014, new rules came into effect enabling P-plate drivers to drive a wider range of safer vehicles, which had previously been banned. An amendment to the high performance vehicle restriction scheme has been developed to allow P-plate drivers access to over 6,500 additional vehicles with enhanced safety features.

The amendments recognise changes to technology and provide a more uniform approach across the country, while still ensuring that vehicles which have performance characteristics that pose too high a risk for inexperienced drivers are still banned from use by provisional licence holders.

Australasian New Car Assessment Program (ANCAP) and Used Car Safety Ratings programs

For the first half of 2014, 79.5 per cent of NSW new car sales were ANCAP 4 and 5 Star rated with 114,168 5 Star and 24,103 4 Star vehicles sold.

NSW has contributed to the annual Used Car Safety Ratings program, with the recent publication of the 'best pick' for vehicles with enhanced safety features.

Throughout 2013/2014 there has been ongoing development and refinement of the ANCAP roadmap and policies and procedures that include new protocols to better align with Euro NCAP. NSW has also been elected to be the Chair of the National Vehicle Safety Research Group.

Naturalistic Driving Study Pilot

The Centre for Road Safety completed a pilot of Naturalistic Driving Study equipment in October 2013. Naturalistic Driving Studies involve installing sophisticated sensors and cameras in volunteer's private vehicles to better understand how drivers react to critical situations and the road environment.

A much larger study in partnership with the University of NSW, four other universities and other industry partners is now planned with more than 300 vehicles across NSW and Victoria to have naturalistic driving equipment installed beginning from early 2015.

Road Safety Management

Crashlink 2

In January 2014, a new system was implemented for the recording of road traffic crash information, replacing a 26 year old computer system. This new system allows for more efficient capture of more detailed information collected by NSW Police.

Under the direction of the NSW Road Safety Strategy, improving the understanding of serious injuries has been identified as a major issue to be addressed over the decade. The Centre for Road Safety has successfully established a crash and health data linkage process so that serious injury data will become available. In time this will play a critical role in influencing strategic policy directions to reduce road trauma.

Data visualisation tool

An interactive data visualisations tool has been developed and incorporated into the Transport for NSW Road Safety website, increasing the level of information about the fatalities and injuries occurring on NSW roads available to the community. The easy-to-use graphics provide the customer with the ability to investigate road safety information on various topics and levels.

Implementation of the National Road Safety Strategy

Transport for NSW has continued to address actions contained within the national strategy. During 2013/2014 an Austroads Safety project commenced to review the implementation of the strategy in its first three years. Overall, it has determined that there has been a significant amount of work undertaken to address the actions within the strategy. The Austroads Safety Taskforce is working to develop a revised action plan for the next three years covering 2015-2017.

In 2015, NSW will host the next National Road Safety Forum. The forum will bring together a range of road safety stakeholders to discuss important national safety issues. The 2015 forum will cover a range of topics including stakeholder involvement with the implementation of the national strategy, the showcasing of technologies and planning for future developments, assessment of road infrastructure, and workplace safety.

Regional Road Safety Achievements

Roads and Maritime Services operates across six regions with dedicated road safety staff delivering a range of localised road safety programs and initiatives to the people of NSW. Complementing state-wide programs run through Transport for NSW's Centre for Road Safety, Roads and Maritime Services has implemented innovative projects in line with the safe systems approach which are detailed below.

RMS Western Region covers 54 per cent of the state, more than 6,000 kilometres of state roads, is responsible for major highways such as the Newell, Oxley, Mid-Western, Mitchell, and Great Western. The RMS regional staff work closely with 28 local government areas and employ 67 school crossing supervisors among 28 schools.

Drink Drive for Projects for Western Communities

In Western NSW some towns and villages have no public transport or even a taxi service. Roads and Maritime Services staff in Western Region have been working with small communities to establish late night transport services so that people can get home safely. A successful pilot of the Nightrider Bus in the village of Gulgong in 2009 has led to several communities taking up seed funding to establish similar services in rural communities. The aim is to get these local services to be sustainable with funding donations and contributions from local hoteliers.

In 2013/2014 Roads and Maritime Services also assisted Gulgong to refresh signage on the Nightrider Bus as well as providing funding for another trial of the scheme in Coonamble. Several other communities are preparing to join the scheme in 2015.

Aboriginal Child Restraint Initiative

Western Region has implemented a project that sees Aboriginal health and transport workers receive training on how to install and fit child restraints into a vehicle. Evaluation of the program has found that not only do workers use this training in the course of their work within Aboriginal communities, but they go on to fit child restraints for their clients and their own friends and families. These workers have also reported that they have become advocates for the 'Buckle Up' message through talking about what they have learned about the importance of child restraint use.

Local Government Road Safety Officer Project - 'Free Cuppa'

Road Safety Officers representing 13 local government areas in Western NSW joined forces to fight driver fatigue. Between them, the team recruited over 50 coffee shops and cafes in local towns willing to provide travellers with a free cup of tea or coffee to encourage them to Stop. Revive. Survive. Unlike the traditional Driver Reviver program, Free Cuppa operated during business hours from March through to May and was not restricted to holiday times. This was the fourth year Free Cuppa has been run in the Western Region and participation has been steadily growing with more businesses joining the program each year.

Road improvements to the Mid Western Highway near Blayney

The recently completed upgrade of the Mid Western Highway near Blayney means the full length of the highway between Blayney and Bathurst is now a 100km/h zone. This section of highway was identified as a priority for improvement in the NSW Centre for Road Safety route safety review carried out in 2010. The work has improved the alignment of the road and the surface, bringing it up to the standard of a 100km/h highway.

RMS South-West Region is responsible for 4,151 kilometres of state and national highways, including the Newell and Hume Highways. The region has diverse geography from flat plains to mountainous ranges. The regional staff work closely with 32 local government areas and employ 61 school crossing supervisors among 25 schools.

Safe Motorcycling in the Snowy Mountains

Since 47 per cent of all crashes in Tumbarumba Shire involved a motorcyclist, motorcycle safety has been a large focus of local road safety projects. A series of Local Government Road Safety Program funded projects have been implemented to reduce the incidence of motorcycle road crashes in the Snowy Mountains region.

Analysis of the most recently available five year crash data shows that there have been four fatalities and 88 injury crashes involving motorcyclists across the three local government areas, typically around cornering. In response, South West Region implemented a motorcycle safety campaign in 2013/2014 with local councils that targeted safer speeds, identified crash lengths and focused on riders at bends.

Undertaking a safe systems approach, crash locations were mapped and included the installing of portable variable message signs advising riders to slow down on their approach to bends throughout the peak motorcycle season and to coincide with major motorcycle events.

As part of the 2013/2014 local government road safety program, South West Region distributed a range of educational resources, including a locally developed meal placemat to all the eateries in Tumbarumba Shire, raising awareness of the changing road environment and conditions across the Snowy Region. The behavioural program was also collaboration with NSW Police through enforcement of the road rules. The project has been well received among the motorcycling community.

Motorcycle Safety Improvements on Link Road, Cabramurra

The Motorcycle Safety Program has seen safety improvements to a 630 metre section of Link Road at Cabramurra completed. It has included improvements to the horizontal and vertical alignment, installation of new curve advisory signage, shoulder widening, road sealing, line-marking and the installation of safety barriers. The works were completed in April 2014. The topography of this part of the region is mountainous, and is a popular route for recreational riding for motorcyclists.

Child Restraint: Let's Get it Right - South West Region

Educational workshops were delivered at four local playgroups to promote the safe use of child restraints to parents and carers through the Local Government Road Safety Program. Local authorised restraint fitters attended as guest speakers and performed complimentary checks at the workshops for attendees. From these checks it was discovered that nine out of ten vehicles had restraints that were incorrectly fitted at the time.

To reinforce the workshop messages take home information packs were provided containing important information, links to the child car seats website for selecting the safest available restraints, and vouchers for a visit to a local authorised restraint fitter.

Drink Drive Prevention - Yass Valley

In 2013/2014 an anti drink drive campaign was implemented under the Local Government Road Safety Program in Yass Valley to educate the community about safe behaviour, spread important messages of the 'Plan B' drink drive campaign and promote alternative transport options for the community.

To drive home the dangers of drink driving and the need for alternative transport options, Plan B campaign messages were placed in the Yass Picnic race program, in race caller announcements, local newspapers and local pubs. Bus drivers were also provided with 'Plan B' T-shirts.

RMS Southern Region covers from south of Sydney to Kiama and out to the Southern Highlands, the region is responsible for 2,361 kilometres of state and national roads, including the Princes Highway, and the F6 Freeway from Sydney to the Victorian border. The regional staff work closely with 15 local government areas and employ 108 school crossing supervisors among 61 schools.

Trial of motorcycle protection on barriers

Four popular motorcycle recreational routes have been treated as part of the trial of motorcycle protection on guard rail. The underrail has been added to existing guardrail and prevents motorcyclists colliding with posts, absorbing the energy of the crash and reducing the severity of impact. This includes Macquarie Pass on the Illawarra Highway, Lady Wakehurst Drive/Lawrence Hargrave Drive, Moss Vale Road at Barrengarry Mountain and Cambewarra Mountain, and the Snowy Mountains Highway at Brown Mountain.



Breath testing at events – Southern Region

In 2013/2014, Roads and Maritime Services staff attended 26 events, including music festivals, balls and country race meetings to provide 3,359 free breath tests. These enabled patrons to make informed decisions about driving after drinking and guided them to consider their 'Plan B'.

Additionally, a range of alternative transport options have been implemented including the provision of late night transport in Queanbeyan, Batemans Bay, Kiama, Jindabyne and Narooma.

Local Government Road Safety Initiative – Reporting Hazards in Shellharbour

Shellharbour City Council has introduced the Safer Roads Shellharbour App for mobile devices to allow the public to report hazards and maintenance issues on the local road network with accurate locations and photos. This is integrated into the Council's systems for records and maintenance, so the task is instantly directed to the appropriate section and the member of the public receives a response. The timeframe for fixing problems has been reduced to an average of three days.

RMS Sydney Region is responsible for the implementation of safety programs across Sydney. The region manages complex issues from within the inner suburbs of the City, to safety programs in Sydney's west. It works closely with 40 local governments and employs 601 school crossing supervisors among 430 schools.

Older Road Users

With the assistance of Local Government Road Safety Officers and non-government organisations, Sydney region delivered around 90 pedestrian safety seminars to more than 2,300 seniors during 2013/2014.

These seminars were delivered in Chinese, Italian, Korean, Vietnamese, English, and Arabic to raise awareness of the dangers to older pedestrians who cross the road in a dangerous manner, owing to their increased risk across the network.

Further, Kogarah and Willoughby Councils delivered a number of older driver workshops promoting safe driving for older drivers.

Child Restraints

Sydney region took advantage of the opportunity to provide advice to parents and carers at the Parenting and Baby Expo at Homebush Bay in May 2014. Staff engaged thousands of visitors on child seat safety, assisting parents and carers on what type of restraints suit their family best and how to fit them correctly. Over the three days, in excess of 7,000 brochures were distributed to parents on child restraints. Sydney Region also engaged the Arab Council of Australia to run eight child restraint information sessions with parents on the correct restraint to use for their children.

Cycling Safety

In Sydney there are nine CARES (Community and Road Safety Education Scheme) facilities. Roads and Maritime Services provided \$3,000 to CARES for equipment, including helmets and bikes for young children to develop skills on learning how to ride safely. These facilities allow schools to participate in cycling skills and education workshops and are managed by NSW Police with local councils.

RMS Hunter Region is the most populous regional area in NSW. The region is responsible for the Pacific Highway and more than 17,000 kilometres of the state road network. Staff work closely with 14 local government areas and employ 233 school crossing supervisors among 102 schools.

Ruttleys Road between Pacific Highway and Mannering Bay Bridge – Hunter Region

A significant number of motor vehicle crashes have occurred along Ruttleys Road, resulting in a high number of fatalities and injuries between the Pacific Highway and the Wyong/Lake Macquarie LGA boundary. In 2013/2014, road engineering treatments were implemented on Ruttleys Road from the Pacific Highway to approximately 200 metres south of Vales Road. These treatments included shoulder widening, removal of hazards on the road, replacement of warning signs, line marking and the installation of guide signs and guide posts. \$1.2 million worth of road works were completed for 2.3 kilometres of the road. The safety works will continue into 2014/2015.



RMS Northern Region covers 2,600 kilometres of state roads, including the Pacific Highway. The region, in particular around the mid north coast is one of the fastest growing areas in NSW, along with a strong tourism economy. The region works with 23 local government areas and employs 101 school crossing supervisors among 54 schools.

Tenterfield Main Street Renewal

In 2013/2014, major improvements for pedestrian road safety, public amenity and landscape design were achieved in a highly successful main street upgrade on the New England Highway (Rouse Street) at Tenterfield in the Northern Tablelands of NSW. The 50km/h speed limit was reduced to 40km/h to improve safety for the large number of pedestrians in the busy shopping area. In addition to reducing the speed limit, Roads and Maritime Services and Tenterfield Shire Council have introduced a number of safety measures to protect at risk road users. These include five new pedestrian crossings, kerbs that have been extended to improve safety for pedestrians and pram ramps that have been moved to safer locations.



Road Safety Expenditure through the Community Road Safety Fund

In 2012, the Government established the Community Road Safety Fund, which for the first time in NSW saw dedicated funding from speed camera detected and red light running fines all directed back into the development of road safety programs.

This is a huge win for the NSW community with increased funding for road safety initiatives. The fund is administered through the Centre for Road Safety. A summary of expenditure in 2013/2014 is provided below.

Road Safety Project	Expenditure during 2013/2014
NSW Safer Roads Program:	\$38.8 million total program
– Pedestrian safety	\$2.3m
– Run off road	\$8.3m
– Motorcycle treatments	\$2m
– Highway route safety reviews	\$15.4m
– Local Government works	\$10.8m
NSW Blackspot Program	\$28.8m
Enhanced Enforcement Program – high visibility policing	\$31.5m
NSW Speed Camera Program	\$32.4m
Speed zone limit review and setting	\$5.1m
Public education and awareness	\$21.7m
Alcohol Interlock program	\$1.1m
Safety Around Schools	\$13.4m
School road safety education	\$5.7m
School zone flashing lights	\$5m
Local Government Road Safety Program	\$4.9m
Safer Drivers Course	\$3.2m
State-wide and national road safety projects, including resourcing and research	\$28.1m
– Road Safety Research Budget for 2013/2014 is in excess of \$6 million.	
Roads and Maritime Services operations and programs	\$18.1m
Total	\$237.8m

The Pathway Forward

The continued reduction in the road toll in 2013, the lowest fatality year since 1924 is encouraging. However, increases in the road toll for motorcyclists and bicycle riders and the gap between the road toll with our road safety targets demonstrate a need for ongoing efforts.

In 2014/2015, the NSW Government will continue efforts to reduce road trauma. Among these will be the implementation of the action plans to address pedestrian, cycling and motorcyclist safety.

Other key priorities will include:

- better understanding serious injury data
- continued rollout of programs through the NSW Safer Roads program
- completing the implementation of the NSW Speed Camera Strategy
- rollout of flashing lights to schools and the safer drivers course
- implementation of the Mandatory Alcohol Interlock Program
- safety for older road users
- focusing on low speed runovers in driveways
- delivery of the Priority Speed Zoning Review Program
- launch and delivery of the Aboriginal Road Safety Action Plan.

In 2013/2014 the Centre for Road Safety successfully established ongoing data linkage to determine the nature of serious injuries for different road user groups. Further work will now continue to better understand this data, and how programs can address the crash types that lead to serious injuries.

Speeding remains the biggest killer on our roads and requires continued efforts to address the issue. The continued rollout of initiatives from the NSW Speed Camera Strategy will see 200 red light speed cameras at high risk locations across the network by the end of 2015. The last point-to-point enforcement length for heavy vehicles is currently being installed on the Great Western Highway between Mount Victoria and Lithgow which will then see a total of 25 lengths in operation across NSW. Reviews on speed camera performance and high visibility policing will continue to complement these measures. A new speed zoning review program has been developed to address customer concerns regarding variability using an objective approach, prioritising routes for review based on both their crash risk and variability of limits.

From February next year, the new Mandatory Alcohol Interlock Program will commence and apply to all licence classes. It is anticipated that there will be 6,000 eligible drink drive offenders who could enter into the new program each year.

Transport for NSW will deliver initiatives contained in the Aboriginal Road Safety Action Plan, turning ideas into action to deliver sustained road safety improvements for Aboriginal communities. The plan's implementation will involve building partnerships and major work across local Aboriginal communities, government and non government sectors.

Transport for NSW will continue to deliver programs for sustained road safety benefits, in partnership with our road safety partners and communities across NSW.

Centre for Road Safety

T 02 8202 2702 F 02 8202 3890

E roadsafety@transport.nsw.gov.au

W roadsafety.transport.nsw.gov.au

Level 3 18 Lee Street Chippendale NSW 2008 | PO Box K659 Haymarket 1240

Disclaimer

While all care is taken in producing this work, no responsibility is taken or warranty made with respect to the accuracy of any information, data or representation. The authors (including copyright owners) expressly disclaim all liability in respect of anything done or omitted to be done and the consequences upon reliance of the contents of this information.

© Transport for New South Wales

Users are welcome to copy, reproduce and distribute the information contained in this report for non-commercial purposes only, provided acknowledgement is given to the Bureau of Transport Statistics as the source.

ISBN 978-1-922030-86-3