



# NSW Road Safety Progress Report 2016

**Lives lost on NSW roads.  
Our goal is zero.**

TOWARDS ZERO



# Contents

Introduction	1
Road Safety Targets and Outcomes	2
NSW Road Safety Strategy 2012-2021	5
Safe People	8
Safe Vehicles	16
Safe Roads	18
Community Road Safety Fund — Expenditure	21

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# Introduction



The NSW Government is determined to make NSW roads the safest in Australia. For this reason, significantly reducing fatalities and serious injuries on our roads is a NSW priority. That's why we're spending a record \$10.8 billion on roads.

This report details the efforts we have made during 2016 to deliver the Road Safety Strategy 2012-21 and move closer to achieving our target for a 30 per cent reduction in fatalities and serious injuries by 2021.

After achieving our lowest road toll in 2014, we saw the road toll rise in 2015 and 2016 with increases in pedestrian and heavy vehicle-related fatalities, and more deaths resulting from driver fatigue and speeding on high-risk curves.

Road crashes are still a leading cause of death and injury in NSW. Each year, 18,000 road crashes result in death or serious injury, costing the community over \$7 billion. This doesn't begin to count the emotional toll on loved ones or those recovering from the serious injuries they experience. These deaths and injuries are unacceptable and preventable.

In May 2016, the NSW Government launched the Towards Zero strategy including a campaign to re-engage the community. The strategy reminds us that road crashes affect us all and highlights that each of us have the power to make a difference when it comes to preventing deaths and serious injuries on our roads.

We are continuing to invest heavily in road safety programs to address recent increases and emerging trends in the road toll, with \$244.7 million from the Community Road Safety Fund dedicated to road safety initiatives in 2015-16.

The Fund, into which all red-light and speed camera fines are paid, enables us to implement a range of road safety initiatives. These evidence-based initiatives include safety improvements at high-risk locations via the Safer Roads Program, improving the knowledge and skills of our young people through the Safer Drivers Course, supporting safety around schools by delivering additional flashing lights, and public education campaigns such as Look Out Before You Step Out and Mobile Drug Testing.

In 2016, we achieved a first for Australia in understanding the serious injury trauma experienced by the more than 12,000 people involved in road crashes and admitted to hospital each year. The high quality, completeness and timeliness of serious injury data now available will help us better target and reduce trauma on our roads.

High visibility enforcement operations continue to be a critical part of the road safety effort. In addition to ongoing enforcement activities, the NSW Police Force with the support of Transport for NSW implemented a number of targeted enforcement initiatives to address behaviours known to contribute to the road toll. These included speeding, drink and drug driving, distraction from mobile phones and not wearing seatbelts.

Underpinning all road safety initiatives is a strong technology and research focus provided by Transport for NSW and its partners, ensuring we invest in actions known to save lives and reduce serious injuries.

As the NSW Government continues to invest in initiatives to facilitate safer roads, safer vehicles and safer people, we need the help of every person using our roads to take personal responsibility and make safe choices on our roads.

A handwritten signature in black ink, appearing to read 'Clare Gardiner-Barnes'.

**Clare Gardiner-Barnes**  
**Chair, Road Safety Advisory Council**  
**Deputy Secretary, Freight, Strategy and Planning**  
**Transport for NSW**

# Road Safety Targets and Outcomes

The NSW Government is reducing the rates of fatalities and serious injuries resulting from road crashes in NSW. The ambitious target of achieving 30 per cent reductions in these rates by 2021 was set in 2012 by the NSW Government through the NSW Road Safety Strategy 2012-2021.

In working towards these targets we are realistic and accept that people will make mistakes on our roads, so we must provide an environment that reduces the likelihood that these errors will result in a death or serious injury.

Our progress towards the NSW Road Safety Strategy 2012-2021 targets has been measured using historical trends and data for 2016.

## Fatalities

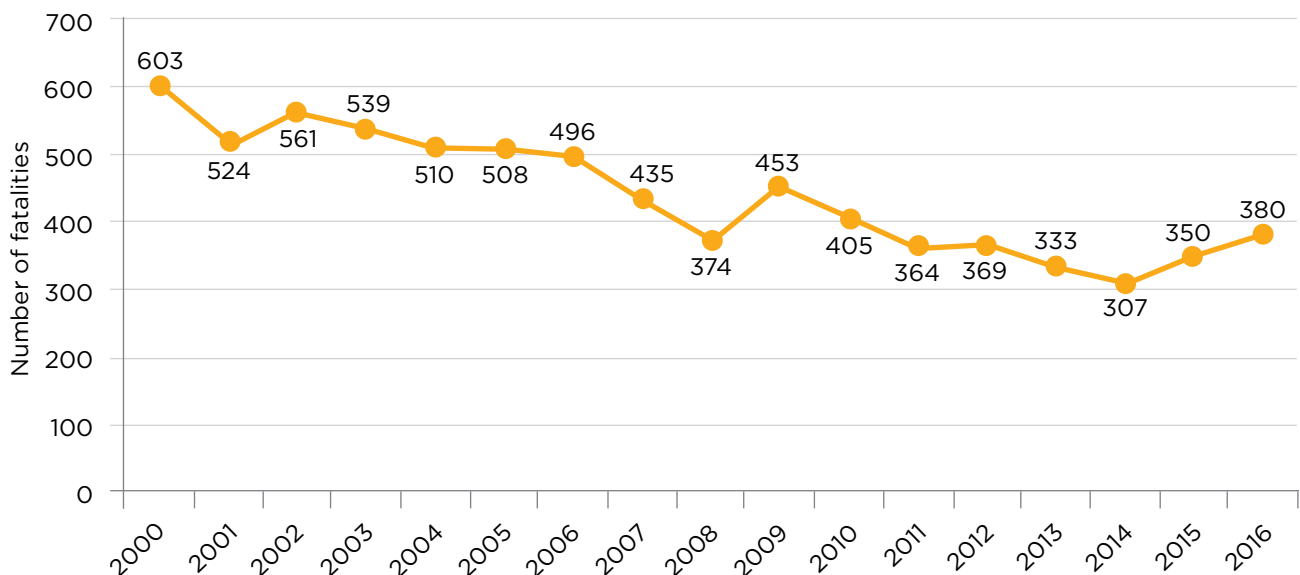
The fatality rate for 2016 was 4.91 fatalities per 100,000 population. This represents an increase on the 2015 rate of 4.59, however, it is the fourth lowest since records began in 1908.

There was a decrease in the number of bicycle riders killed in 2016, down to 5 which is the lowest annual total since records began in 1935.

Increases were sadly seen in the number of pedestrians killed, up by 10 to 71, and people aged 17 to 25 years old, which was up by 24 to 79. The number of females killed was also down by 11 to 97.

At the end of 2016, the road toll stood at 380 fatalities, 30 more than the final result for 2015. As disappointing as it is to see an increase in the road toll, this also represents the seventh lowest NSW road toll since 1944 and a significant decrease from the beginning of the century when annual road deaths exceeded 600.

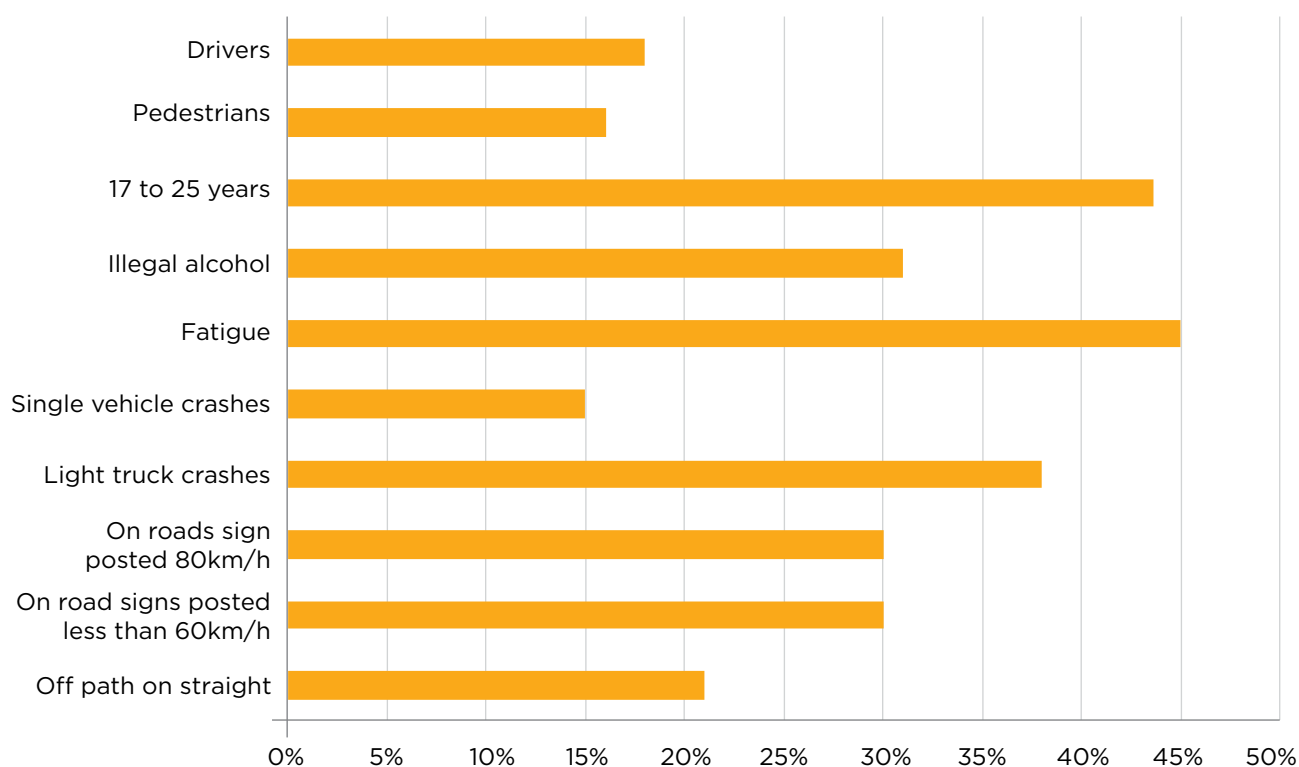
Figure 1: Road and road related fatalities in NSW, 2000–2016



The following key behavioural factors contributed to increases in the 2016 road toll:

- Excessive speed contributed to 42 per cent of fatalities with the total up by 13 to 159.
- Driver fatigue contributed to 80 fatalities (21 per cent of the total) – up by 25.
- Fatalities from crashes involving illegal alcohol contributed to 16 per cent of fatalities with the total up by 14 to 59.
- The number of fatalities of vehicle occupants not wearing an available restraint increased in 2016 by 9 to 43, or 18 per cent of motor vehicle occupant fatalities.

**Figure 2: Road and road related fatalities in NSW, key areas that have increased compared to 2015**



## Serious injuries

The linkage of crash data to hospital admission records in coordination with NSW Health provides Transport for NSW with a more accurate picture of injury severity and type from road crashes in NSW. The number of serious injuries from road crashes in NSW as derived from both hospital admission records and police reports is now available from 2005 to December 2016 with quarterly updates throughout the year.

In 2016, there were 12,372 serious injuries, this was a 5 per cent increase since 2005. However, the 12-month data available to December 2016 shows a slight increase in serious injuries compared to 2015, equating to a 1 per cent increase in the rate of serious injuries to 159.9 per 100,000 population.

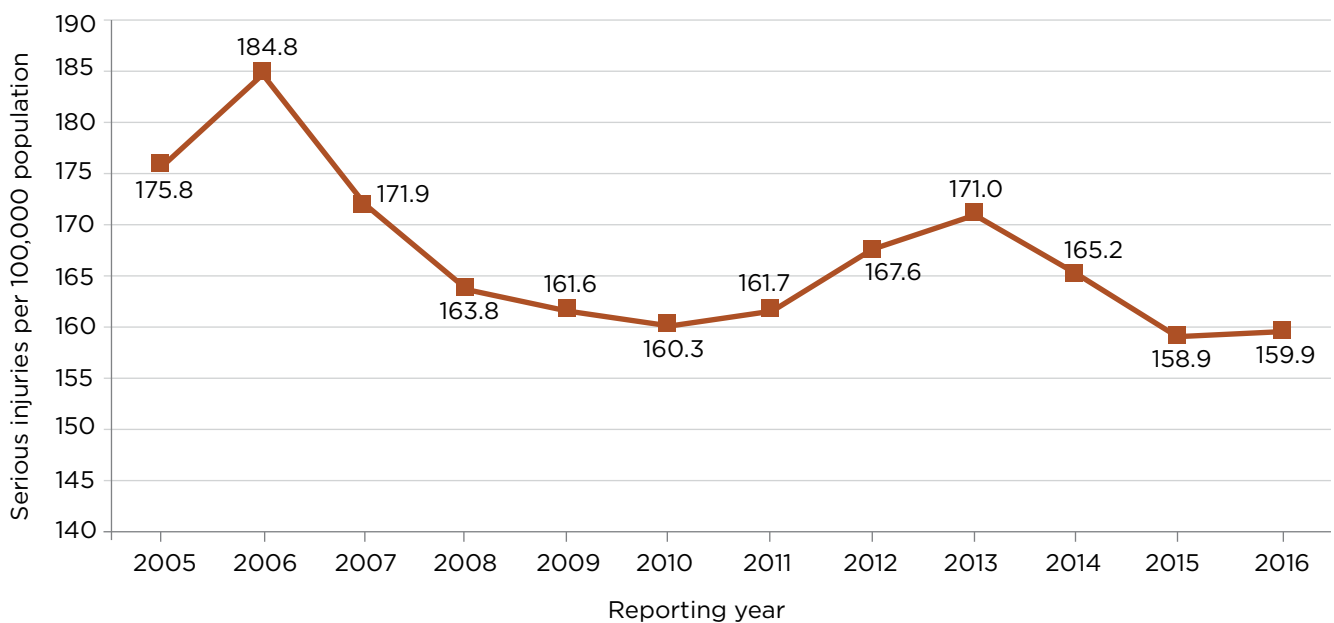
## Improved road safety crash data

In addition to linking crash data to hospital admission records, Transport for NSW has:

- Significantly improved crash injury severity data by adding compulsory third party claims information to make NSW crash data the most comprehensive crash casualty outcome dataset in Australia.
- Developed and implemented an advanced system for managing speed limit changes and reviews while improving the spatial data on speed zones and signs significantly.
- Developed systems for easy access to licensing, registration and offence data.
- Continued improvements in data quality to ensure data and intelligence available to road safety stakeholders and practitioners are relevant, timely and fit for purpose.
- Developed and released various interactive data analytics (visualisations) to give road safety stakeholders and the community better access to road safety data and intelligence.
- Strengthened engagement with local councils through improved access to road crash information to support planning and programs.

These help us to better design initiatives that will effectively reduce fatalities and serious injuries.

**Figure 3: Serious injuries per 100,000 population, NSW, 2005-2016**



Note: Serious Injury (SI) data for 2016 are final.



# NSW Road Safety Strategy 2012-2021

The NSW Road Safety Strategy 2012-2021 adopts the approach of Vision Zero, aiming to reduce the likelihood of all crashes and the severity of those that occur. The Strategy and a suite of complementary action plans set out how the NSW Government and its partners will deliver reductions in road trauma. Key government, non-government and private sector stakeholders were engaged during the development of these action plans and continue to collaborate with the NSW Government on delivery.

## Towards Zero

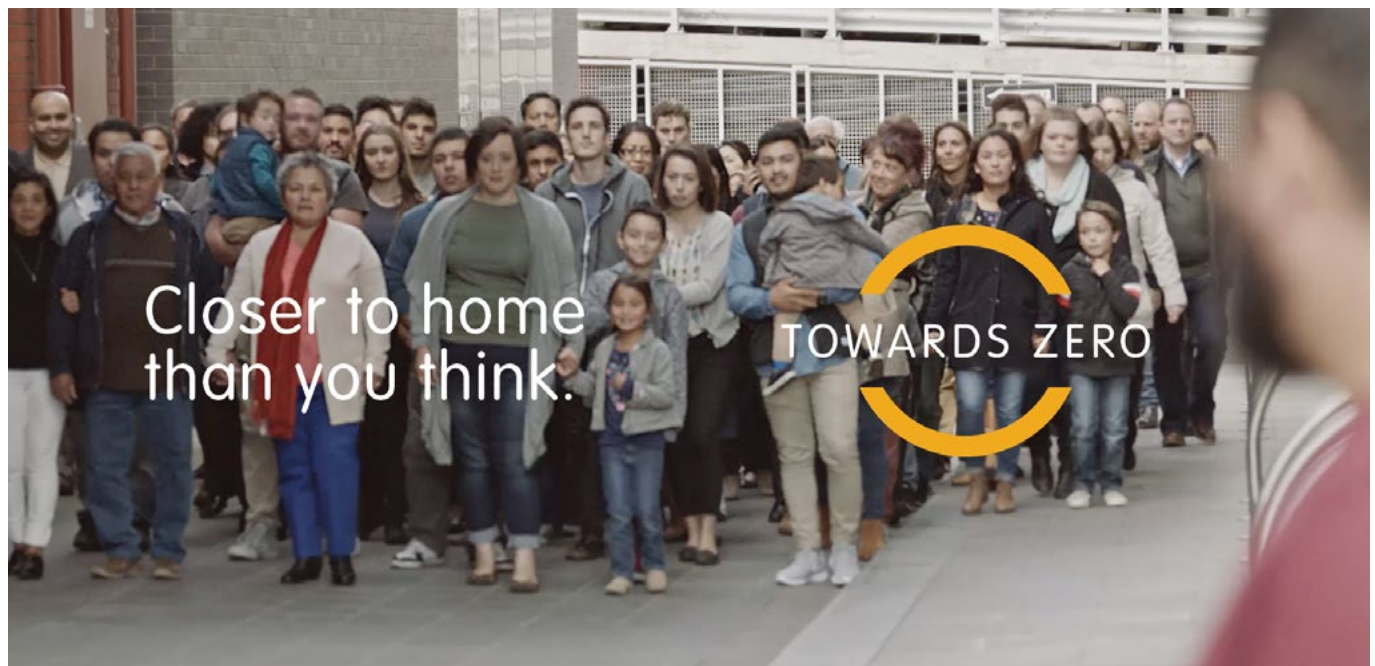
The only acceptable number of fatalities and serious injuries is zero. On 25 May 2016 the NSW Government launched a new strategy, Towards Zero, to reverse the increase in road deaths. Towards Zero commenced with a campaign highlighting the human element of the road toll to help drive down crashes and fatalities.

Towards Zero aims to re-engage the community and remind everyone that each road death is not just a number, but is a person, someone's family member, or someone's friend.

The following targeted initiatives were also announced to help address some of the emerging issues arising in the road toll:

- \$20 million to roll out rumble strips (road markings on the side of the road that generate noise when driven over), wide centre lines and crash barriers across NSW to address fatigue related crashes.
- \$5 million over three years for vehicle-activated signs to remind drivers to slow down at high crash risk locations.
- A Safe System approach to pedestrian safety, spearheaded by the launch of the *Look out before you step out* campaign, which targets metropolitan areas with higher pedestrian volumes, including Sydney, Newcastle and Wollongong.

These initiatives complemented existing activities such as enhanced police enforcement, the continued roll out of the Safer Roads Program, local government and education programs, and delivery of key initiatives like the Safer Drivers Course and Mandatory Alcohol Interlock Program.

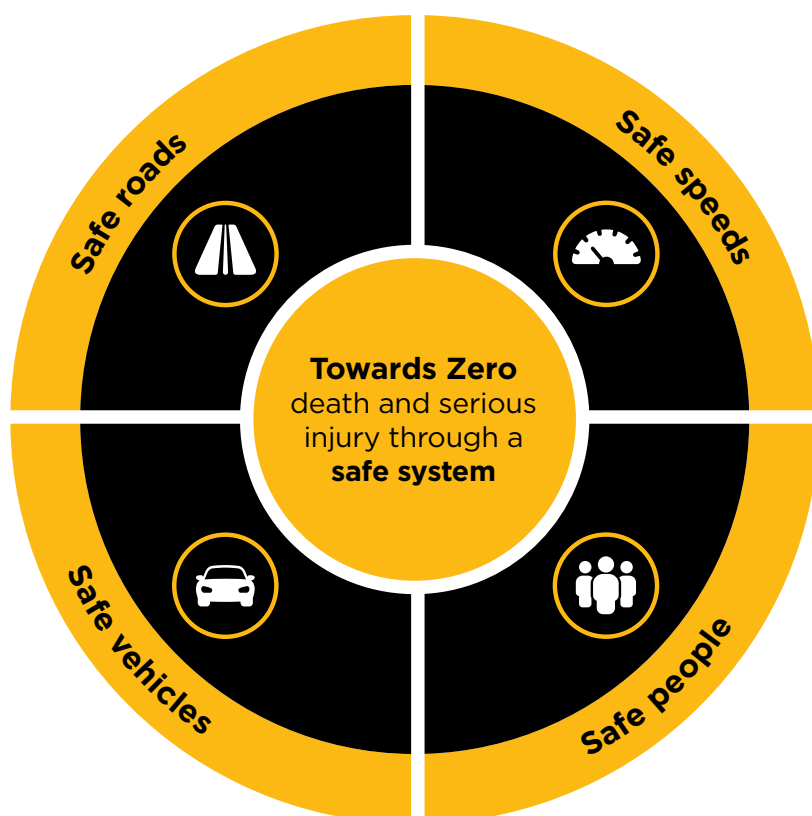




## Safe System approach to addressing road safety issues

The NSW Road Safety Strategy 2012-2021 is underpinned by the 'Safe System' approach to improving road safety. This approach takes a holistic view of the road transport system and the interactions between the key components of that system — the

road user, the roads and roadsides, the vehicle and travel speeds. It recognises that all components of the system have a role to play in helping to keep road users safe.





## Some of the Key Achievements

- Launch of the Towards Zero campaign and targeted road safety initiatives in May 2016 to reduce the rising road toll.
- Development of a three-way linked dataset using crash, hospital admissions and CTP claims datasets to enhance crash injury severity data.
- Introduction of a bicycle safety and compliance package in March 2016 with initiatives developed in consultation with key industry stakeholders, to improve safety for bicycle riders and encourage all road users to share the road safely.
- Continued roll-out of red-light speed cameras at high-risk intersections to meet the full program target of 200 intersections. At the end of 2016, there were 171 red-light speed camera locations.
- The 2016 annual speed camera review found that at red light speed cameras locations there has been a 31 per cent reduction in serious injuries, including a 39 per cent reduction in pedestrian casualties.
- Completion of the rollout of school zone flashing lights to every NSW school.
- New Vehicle Standards regulations included in the Road Transport (Vehicle Registration) Regulation 2007 in relation to 'street rods,' and road rules were introduced in relation to motorcycle helmets (Global Regulation UNECE 22.05).
- Commencement of additional demerit point for mobile phone offences in January 2016, increasing from three to four. Launch of new *Mobile Drug Testing* and *Get Your Hand Off It* public education campaigns.
- Completion of Stage 1 of the Fleet Collision Avoidance Technology Trial (Fleet CAT).
- Expansion of the 40km/h boundary in the Sydney CBD.
- Completion and launch of the Safety Town website for all primary school students.
- Launch and completion of the rollout of new high visibility markings for mobile speed camera vehicles and accompanying signs with the speed limit on them.
- Launch of a new NSW Road Safety Facebook page to promote campaigns and partner initiatives.
- Running of the longest NSW Police holiday high visibility enforcement operation in history – Operation Arrive Alive – from 18 December 2015 until 28 January 2016.
- Reaching the 40 per cent mark in delivery of pedestrian protection at signalised intersections, reaching 219 of 560 intersections across NSW by November 2016.



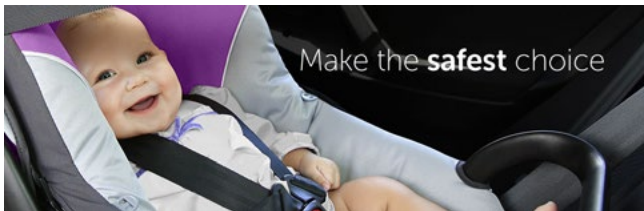
# Safe People

## Young children

### *They're counting on you — child car seats*

The child car seats campaign continued its success in 2016. Traffic to the Child Car Seats website – [childcarseats.com.au](http://childcarseats.com.au) – has steadily increased since its launch in June 2014, with more than 636,000 visitors who viewed about 1.6 million pages.

The site allows parents and carers to compare the price and safety ratings of more than 180 different types of seats and find Authorised Restraint Fitting Stations.



### **Occupant restraint activities**

In partnership with local council Road Safety Officers, Roads and Maritime Services' Road User Safety teams raised awareness about child restraint fitting stations, worked with local police to support and implement seat belt enforcement and publicity campaigns, and provided information to parents and guardians on correct occupant restraint wearing at local child car seat fitting days.

## School-aged children

### **Rollout of school zone flashing lights to every school in NSW**

Since December 2015, every school in the State has at least one set of school zone flashing lights – and when newly built schools are opened they will also receive a set of school zone flashing lights. Additional sets of school zone flashing lights have been installed at more than 500 schools that have multiple busy entrances.

### **Program for additional school flashing lights and pedestrian infrastructure around schools**

On 11 February 2015, the NSW Government announced a \$10 million increase in funding to further improve safety around schools. The program included \$5 million for the installation of an additional set of flashing lights outside schools in NSW with multiple entry points. There is also a further \$5 million to improve pedestrian safety infrastructure around schools, such as raised zebra crossings and pedestrian refuges, as well as improved signage to enhance drop-off zones and visibility. This pedestrian safety work will be completed by June 2018.

### **School Crossing Supervisor Program**

There was continued support for school crossing supervisors protecting approximately 800 crossings at 700 schools across NSW. Additional resources were targeted to high-risk locations with large numbers of unaccompanied children crossing. The investment annually in school crossing supervisors is \$14 million.

### **Interactive education in the classroom and community**

In July 2016, a new version of the Safety Town road safety education website for primary school students, teachers and families was launched.



Fifteen new interactive road safety activities were developed as part of the new-look website, including e-books, videos, and games. The activities for Kindergarten to Year 4 students added to the suite of resources already available on Safety Town for students in Years 5 and 6. They were developed

as a collaboration between Transport for NSW, the Department of Education, the Association of Independent Schools NSW, Catholic Education Commission NSW, and Kids & Traffic.

As well as the digital activities, the new site includes a number of off line activities, comprehensive teaching notes, links to relevant transport information and road safety information for families.

In addition more than 80,000 Kindergarten Orientation Day packs were provided to Kindergarten students to take home.

## Younger drivers

### bstreetsmart event

The NSW Government provides funding to the *bstreetsmart* Youth and Road Trauma Forum. In 2016, over 23,000 NSW high school students attended the event at Sydney's Qudos Bank Arena. The education partnership with *bstreetsmart* aims to raise awareness of the serious issues that affect young drivers such as speed, drink-driving, mobile phone distraction and fatigue.

*Bstreetsmart* also supports what students learn as part of the road safety education program in schools. It helps improve the students' understanding of the issues they face as drivers and passengers and assists teachers to better utilise the road safety education resources made available to them by Transport for NSW.

### Safer Drivers Course for learner drivers

The Safer Drivers Course is an optional course to help young learner drivers under 25 years of age to become safer drivers as they progress to driving solo on their P plates. In 2016 more than 23,800 people completed it.

Since the course began in July 2013, more than 64,500 learner drivers have completed the Safer Drivers Course.

### Helping parents teach learner drivers

To assist the parents of learner drivers, Road User Safety staff at Roads and Maritime Services ran *Helping Learner Drivers Become Safer Drivers* workshops across NSW. Workshops have been delivered to non-English speaking communities and remote Aboriginal communities. In 2016, 257 workshops were held, with 3239 participants.

## Older drivers

*On the road 65Plus* continues to be a comprehensive community education resource for older road users. Available in 10 languages as both a booklet and flyer, the resource explains how health changes can affect a person's abilities as a road user and provides information on safer driving habits, walking and using public transport safely, licensing options, planning to retire from full-time driving, choosing a safer vehicle, other transport options and using mobility scooters safely.

Around 50,000 copies of *On the road 65Plus* were distributed during Seniors Week. Workshops were delivered through Roads and Maritime regions and the Local Government Road Safety Program that featured a presentation to seniors to complement the resource.

## Pedestrians

Following a significant increase in pedestrian fatalities in 2015 and 2016, new attitudinal research was completed to help inform the development of a new campaign, *Look Out Before You Step Out*, launched in October 2016.

The campaign, the first of its type targeting this issue in NSW, seeks to reduce risky or non-compliant behaviour by road users when crossing on or near the road by highlighting the dangers for pedestrians on the roads, and a need to remain present and conscious in the task in order to effect long term behaviour change.

Following a trial in 2014-15 and evaluation of pedestrian countdown timers in the Sydney, Parramatta and Chatswood CBDs, the technology was rolled out to 36 intersections during 2015-16.





Pedestrian safety infrastructure programs continue, designed as part of the Safer Roads Program to focus on pedestrian trauma hot spots. A total of \$1 million will be spent in 2016-17, \$2 million in 2017-18, \$6 million in 2018-19 and \$4 million in 2019-20.

## Enhanced NSW Police presence

### Enhanced Enforcement Program

The NSW Road Safety Strategy 2012-2021 highlights the importance of high visibility police enforcement as a key measure for improving road safety. Operations are targeted to areas with high crash risk or at high-risk periods.

The NSW Enhanced Enforcement Program, funded by the Community Road Safety Fund, provides additional funding to the NSW Police Force to enhance enforcement activities over and above normal operating hours.

Targeted operations address dangerous behaviours such as speeding, drink and drug driving, and not wearing a seatbelt. These are communicated to drivers through the *You're in our sights* enforcement campaign.

During 2015-16, NSW Police carried out 137 additional operations, seven major route and eight statewide operations, resulting in more than 190,000 extra enforcement hours committed to road safety in NSW.

### NSW Police Motorcycle Response Team

Motorcycle Response Teams continued to be deployed to known trouble spots for dangerous and risky driver and pedestrian behaviour across Sydney including the CBD and Parramatta.

Work continues to provide the teams with resources such as flyers to support their interactions with motorists and pedestrians. Efforts are made to provide these resources in multiple languages when officers are in known culturally diverse locations.

## Drug driving

Crash analysis identified that at least 403 people had died on NSW roads between 2010 and 2016 in crashes involving a driver or rider with one or more illegal drugs (cannabis, ecstasy or speed) in their system. An attitudinal survey also found that 30 per cent of NSW drivers who use illicit drugs admitted to drug driving in the past.

In March 2015 the NSW Government announced that roadside drug testing by NSW Police would increase from around 30,000 tests annually to over 97,000 annually by 2017. In 2016 the expansion continued with around 86,000 roadside drug tests completed by NSW Police during the year.

### Mobile Drug Testing campaign

Drug testing in NSW is supported by a new public education campaign, *Mobile drug testing – MDT*, which was launched in 2015. The campaign is designed to raise community awareness and deter drug driving by reminding drivers that drug testing is increasing and that NSW Police can test for drugs anytime or anywhere.

The MDT campaign is the first in NSW to target this issue and supports the increase in mobile drug testing being delivered by the NSW Police Force.

Transport for NSW continued to fund the Impaired Driving Research Unit at NSW Police. Research results will inform more effective enforcement of drug driving laws by police and assist in better understanding and developing initiatives to address drug driving in NSW.



### Drink driving and repeat offenders

Transport for NSW has partnered with the Department of Justice, Ministry for Police and Emergency Services, NSW Police and Roads and Maritime Services to develop drink driving and repeat offender initiatives.

The Mandatory Alcohol Interlock Program commenced on 1 February 2015 for all serious and repeat drink drivers. Motorists convicted of serious or repeat drink driving offences are required to participate.

By December 2016, more than 7,516 interlock orders had been ordered by the courts and over 2,915 offenders had been issued interlock licences and joined the program.

The Mandatory Alcohol Interlock Program supports the continued random breath testing activities conducted by NSW Police to enforce illegal drink driving. In the past year around six million random breath tests were conducted across the state.

Additionally, under Increased Traffic Offender Penalties, which began on 1 February 2015, all unrestricted licence holders who twice exceed their demerit point limit in five years must pass a driving knowledge test and complete a driver education program. Provisional licence holders who twice exceed their demerit point limit are required to pass a driving knowledge test.

### ***Plan B* campaign**

The *Plan B* campaign was again strongly supported by Roads and Maritime Services' Road User Safety teams and local council Road Safety Officers across NSW. This included providing *Plan B* signs and messages at local sporting venues, working with Liquor Accords and licensed venues to support the campaign and promote alternative transport options, and attending local community festivals and events to emphasise the importance of not driving when you're having a drink.

### **Driver fatigue**

Raising awareness of the dangers of driving tired continued in 2016 with the *Don't Trust Your Tired Self* campaign which aims to position fatigue alongside other major road safety issues such as speeding and drink driving.

In March 2016, Transport for NSW partnered with Sydney radio station Nova 96.9 to create the first live show dedicated to educating drivers about the risks of driving tired and helping them make smarter choices. The Late Shift was programmed to air in a 1am-6am timeslot to target drivers, including shift workers, when they are at elevated risk of a fatigue-related crash.

The website [testyourtiredself.com.au](http://testyourtiredself.com.au) allows people to test how tired they are before driving and importantly, to get tips on how to avoid driving tired.

In 2016, a total of 169,788 people visited the website and more than 39,969 users completed the test. Since its launch, more than 694,890 people have visited the website and 153,654 users have completed the test.

Roads and Maritime Services' Road User Safety teams across NSW have continued to promote the fatigue campaign, including working with employers and industry and to raise awareness and encourage good fatigue practices in their organisations.

## **Developments for disadvantaged and Aboriginal drivers**

### **Driver Licensing Access Program**

Implementation of the NSW Aboriginal Road Safety Action Plan 2014-17 has continued. Safe and legal driving was supported through the Driver Licensing Access Program (DLAP) and the Safer Drivers Course.

The Driver Licensing Access Program assists Aboriginal and other disadvantaged people to obtain and retain their driver licence and remain safe and legal drivers. Obtaining a driver licence contributes to improved access to education, employment, health and other community participation services.

Transport for NSW provided \$1.2 million across eight providers in 2015-16 which helped 502 people get their L-plates and 312 get their P-plates in addition to supervised driving hours, help with the driver knowledge test and proof of identity.

The Safer Drivers Course assisted 270 Aboriginal people through the licensing process in 2016.





## Aboriginal communities

Safer roads in Aboriginal communities were supported through the delivery of the Aboriginal Road Safety Infrastructure Program. This five-year program, which began in 2014-15, delivers safety improvement works such as signage, road pavement and installation of shared paths based on the needs of Aboriginal communities. In 2015-16, \$1.3 million was allocated for 16 projects. Most projects are in the Northern and Western Regions of NSW where there is a strong need for the works due to the remoteness of communities, relatively large Aboriginal populations and levels of disadvantage. Communities have been prioritised according to the Indigenous Relative Socio-Economic Outcomes (IRSEO) index and size of the Aboriginal population. Types of works included construction of bus turning bays, pavement improvement, entrance improvement and signage installation, speed management treatments, and installation of shared paths.

Community engagement programs aimed at Aboriginal people included the child restraint program, bicycle safety, presence at the Aboriginal Rugby League Knockout and other events, a helmet exchange program and Adam Goodes Talent Program.

## Driver distraction

The *Get Your Hand Off It* campaign for mobile phone distraction continued to target drivers throughout 2016.

The NSW Government introduced an additional demerit point for mobile phone offences and included these offences in the double demerit point scheme commencing 22 January 2016. Four points now apply for drivers who commit a mobile phone offence, with 8 points applying for offences in a double demerit period. Learner and provisional P1 and P2 licence holders are not permitted to use a mobile phone at all while driving. The demerit point changes mean these drivers face licence suspension for any mobile phone offence.

## Heavy vehicle safety

The NSW Government has implemented a variety of initiatives to improve heavy vehicle safety and NSW has the toughest and most active heavy vehicle enforcement regime in Australia.

The number of fatalities from crashes involving heavy vehicles decreased from 75 in 2012 to 60 in 2015, while there were 477 serious injuries from heavy vehicle crashes in 2015. In 2016, there were 65 fatalities from crashes involving heavy vehicles, five more fatalities than for the same period in 2015. There were 468 serious injuries from heavy vehicle crashes. We will continue working with the heavy vehicle industry to address this.

Roads and Maritime has a specialised Compliance Investigation Unit to ensure breaches of heavy vehicle rules are investigated and offenders are prosecuted. In 2016 approximately 540,000 vehicle units were inspected by Roads and Maritime inspectors as part of all enforcement programs.

The number of Roads and Maritime and joint NSW Police Force compliance operations to target heavy vehicle speeding and breaches of fatigue laws increased from 15 in 2012 to 112 in 2016.

The Chain of Responsibility Industry Education Program continued with presentations and information sessions delivered to key operators in the civil construction industry.

## Fatality Free Friday

Fatality Free Friday is an annual national event organised by the Australian Road Safety Foundation, a not-for-profit organisation. The initiative encourages motorists to commit to safe driving behaviours and Transport for NSW has been an event partner for a number of years.

Fatality Free Friday 2016 promoted the theme 'The keys to road safety are in your hands'. Transport for NSW hosted an event in Chippendale on 6 May where staff and members of the community were encouraged to sign an inflatable car and commit to being safe road users.

A particular focus for the event was on encouraging younger, less experienced drivers to take the pledge to drive safely and obey the road rules.

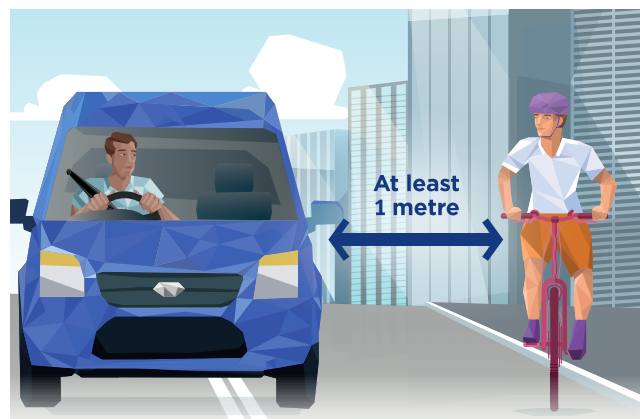
## Bicycle safety and compliance package

On 1 March 2016, the NSW Government introduced a package of initiatives developed in consultation with key industry stakeholders to improve safety for bicycle riders and encourage all road users to share the road safely.

The package included a new road rule requiring drivers passing bicycle riders to leave a minimum passing distance of at least 1 metre when the speed limit is 60km/h or less and 1.5 metres when the speed limit is more than 60km/h. The package also introduced increased penalties for high risk offences committed by bicycle riders such as red light running and non-helmet usage.

An extensive community awareness campaign, *Go Together*, was rolled out to educate road users about the changes and encourage all road users to share the road responsibly.

In 2016, there were 5 bicycle rider fatalities in NSW, which is the lowest number of fatalities since records began in 1935.



## Road Rules Awareness Week

Road Rules Awareness Week is a community education initiative that promotes NSW road rules to all road users including drivers, motorcyclists and pedestrians of all age groups. In 2016, the week ran from 22 to 28 February and was heavily promoted on Transport for NSW's road safety website.

Misunderstood road rules are the main focus of the week and web-based animations were used to illustrate some of the most commonly misunderstood rules including the use of headlights, driving through roundabouts, and yellow traffic lights.

In 2016, for the first time, Transport for NSW hosted a live text-based 'Question & Answer' session on the NSW Road Safety Facebook page during the week. The Roads and Maritime call centre is also heavily promoted as a channel for road users to obtain answers to their questions.



## Double Demerits *Think Twice* road safety campaign

Double Demerits *Think Twice* is a road safety campaign that uses enforcement messages to encourage safe driver behaviour on NSW roads. The campaign is run in partnership with NSW Police and is live over all public holiday periods.

## Local Government Road Safety Program

The NSW Local Government Road Safety Program delivers road safety community education through initiatives including targeted and local campaigns, road user workshops for licence holders 65 years and older, and child restraint installation events.

Over 80 local councils participated in the program in 2016 with 76 road safety officers co-funded by councils and the NSW Government.

## Sporting partnerships

### Cricket NSW (*Plan B* drink driving campaign)

The NSW Government has been the major sponsor of Cricket NSW and naming rights sponsor of the 'NSW Blues' for 13 years, a community sponsor of the Big Bash League for three years, and a naming rights sponsor for the 'Plan B Regional Bash' for one year.

This sponsorship has allowed us to reach the young male fan base with the *Plan B* drink-driving message.

### Sydney Swans (mobile phone distraction campaign)

The NSW Government became a premier partner of the Sydney Swans in September 2014 to raise awareness of the dangers of illegally using a mobile phone through the *Get Your Hand Off It* campaign.

The Sydney Swans players are ambassadors and role models, advocating solutions to help drivers break the habit.

### Western Sydney Wanderers (*Slow down* speeding campaign)

In September 2015, the NSW Government became a category partner of the Western Sydney Wanderers A-League soccer team in order to educate male fans about the dangers of speeding.

Speeding is the biggest contributor to the NSW road toll (around 41 per cent of annual fatalities), and is a big issue in Western Sydney in particular.

## Bus Safety Week

In 2015, the first ever Bus Safety Week was launched – a week dedicated to improving safety on and around buses. This continued for the second year in 2016.

Under the headline *Be Bus Aware*, the campaign for Bus Safety Week reinforced the road rules relating to buses and promoted safer on-road interactions between pedestrians, motorists, bicycle riders and buses. In addition, supporting communications provided bus customers with tips in relation to safe boarding, travel and disembarkation from buses. The campaign reached more than 900,000 customers.



## NSW Road Safety Facebook page

The NSW Road Safety Facebook page was launched in December 2015. The page has grown in popularity with over 82,000 likes by the end of December 2016. Video content has been viewed 18,259,430 times, with the Crashlab seat belt video the most viewed, being watched over 10 million times and reaching over 26 million people.

The page has an average daily reach of 149,760 people. The audience breakdown is 68 per cent male and 32 per cent female, with the biggest demographic being males between 25-34 years, which aligns with the Towards Zero campaign that focuses on males in this age range.

## Community Road Safety Grants

The Community Road Safety Grants program aims to provide community groups across NSW with the opportunity to implement small-scale, localised programs within their communities consistent with the NSW Road Safety Strategy 2012-2021.

Grants of up to \$5000 are available for road safety projects that involve community engagement. These projects should improve road safety awareness in local communities.

Larger grants of up to \$30,000 are also available. Detailed project plans need to be provided for these grants, showing expenditure, project stages and timeframes.

Up to \$1.6 million will be awarded in grants over four years, ending 2018-19.

In round two of the grants in 2016, 24 successful grantees were awarded a total funding of \$327,251.

The successful projects included:

- Older driver safety seminars
- Bicycle safety in Auslan
- Road rules awareness for refugees and emerging communities
- Driver training and safety awareness.

## Australian Naturalistic Driving Study

The Australian Naturalistic Driving Study aims to understand what people do when driving their cars in everyday and safety-critical situations. Results will be used to develop new road safety programs, policies and products that are expected to save many lives and prevent many serious injuries.

The study is being coordinated by the University of NSW with significant support from Transport for NSW.

## Speed Camera Review

The performance of speed cameras is reviewed annually by Transport for NSW. If cameras are not improving safety, they are removed and alternative safety works are undertaken. In early 2011, there were 141 fixed speed camera locations. By December 2016 this had decreased to 110 locations including seven in warning mode.

The 2016 review, released in early 2017, found that speed cameras in the right locations save lives and prevent injuries, with the majority of cameras in NSW continuing to deliver road safety improvements. At fixed speed camera locations there has been a 92 per cent reduction in fatalities and 31 per cent reduction in casualty crashes. Five fixed speed camera locations were identified for further review and are currently being investigated and considered for removal or alternative safety works.

The mobile speed camera program continued to operate at the full program size of 7,000 hours of enforcement per month, statewide. The point to point (average) speed camera program continued to operate at the full program of 25 locations, with low numbers of heavy vehicle crashes since cameras started operating in high-risk heavy vehicle routes and a high level of heavy vehicle speed compliance.

# Safe Vehicles

## Cooperative Intelligent Transport Initiative Project

The innovative Cooperative Intelligent Transport Initiative (CITI) Project is building Australia's first long term cooperative intelligent transport systems test bed. Cooperative Intelligent Transport Systems (CIT-S) use wireless radio technology to share information between vehicles and roadside infrastructure such as traffic signals. The information is used to alert drivers about safety critical situations.

The CITI project encompasses the road network bounded by Greater Sydney, west of Campbelltown and south to Kiama on the South Coast, with the approval of the Australian Communications and Media Authority.

Fifty eight heavy freight vehicles and 11 route buses have been fitted with CIT-S devices along with two light research vehicles and a motorcycle (the first one in Australia). Several signalised intersections are now broadcasting signal phase and timing information and a roadside trailer at the top of Mount Ousley transmits speed zone information directly to trucks descending the mountain. In April 2016, the first set of traffic signals in Australia to be built with CIT-S incorporated from the initial design was turned on at the corner of Picton Road and the Hume Highway at Wilton, south of Campbelltown.

## Australasian New Car Safety Ratings (ANCAP)

Transport for NSW has continued to be a key contributor to and member of the ANCAP Board, Council and Technical Group.

In 2016, ANCAP released safety ratings for 45 light vehicles, 43 of which received the maximum 5 star safety rating, while two were awarded 4 stars. The models tested represent about 29 per cent of all new vehicles sold in Australia.

The success of ANCAP can be gauged by the latest sales figures. In 2016, 93 per cent of new cars sold in Australia had an ANCAP rating, with 88 per cent achieving 5 stars (up by 1 per cent from the previous period), 3 per cent awarded 4 stars and the remaining

receiving 3 stars or less. The sale of light commercial vehicles with a 5 star safety rating was 82 per cent of the market segment, a 1 per cent increase over the previous period.

## Used Car Safety Ratings

In August 2016, the annual Used Car Safety Ratings were launched. A significant boost to the accuracy and coverage of the ratings update came from the inclusion of NSW data linked to hospital admissions data back to 2005 that identified serious injury. The additional data available for analysis increased the total number of vehicles rated from 297 in the 2015 update to 346 in the 2016 update, a 16 per cent increase. Importantly, the number of vehicles rated with a year of manufacture from 1996 onwards, the most relevant for used car buyers, increased from 217 in 2015 to 266 in the 2016 update, a 23 per cent increase. The launch was supplemented by a report and video that compared the injuries sustained by the drivers of an identical vehicle, but one fitted with side airbags when subjected to a side pole impact crash.

## Fleet Collision Avoidance Technology Trial

The field stages of the Fleet Collision Avoidance Technology Trial (Fleet CAT) were completed in the first half of 2015-16. The project involved the installation of an after-market collision detection and warning system in 34 NSW Government pool fleet vehicles from Transport for NSW, NSW State Emergency Service and NSW Public Works. Drivers travelled 363,000 kilometres during the project.

The results showed a reduction in the number of following distance warnings (i.e. when vehicles travelled closer than one second to the vehicle in front) and lane departure warnings. More research is proposed to better understand driver acceptance of the technology.



## Child Restraints Evaluation Program

The Child Restraint Evaluation Program continued, with ratings for 10 child car seats released in July 2016, plus ratings for another six seats released in December 2016. These included more child seats that can be secured using the system known as ISOFIX (without using seatbelts), as well as child seats that can be used in forward facing mode with in-built harnesses for children aged from six months to eight years.

## Heavy vehicle safety

### Heavy Vehicle Roadworthiness Survey

In 2016, Transport for NSW released the findings of its triennial Heavy Vehicle Roadworthiness Survey. As well as assessing the roadworthiness of different types of heavy vehicles operating in NSW (including a number from interstate), the survey gauged compliance with a number of regulations including licence, registration, load restraint, mass and work and rest requirements. More than 1,715 vehicles, comprising 2,496 units (haulers and trailers) were inspected. The results will help inform future strategies to improve safety of heavy vehicles.

## Motorcycle safety

### Motorcycle helmets

In December 2015, the NSW Road Rules 2014 were amended to allow the motorcycle helmets manufactured to the Global Regulation UNECE 22.05 to be approved for use. The change was well received by motorcycle stakeholders as it greatly expanded the number and types of helmets now available to riders in NSW. Since then, helmets manufactured to UNECE 22.05 have comprised the majority of the Australian market, with few helmets being manufactured to the Australian standards.

### Consumer Rating and Assessment of Safety Helmets (CRASH)

A further 30 motorcycle helmets were tested under the 2016 CRASH program, and the results released to coincide with Motorcycle Awareness Week in October 2016.

### Motorcycle protective clothing

In February 2016, Transport for NSW assumed responsibility for developing a new national program to assess the comparative levels of protection provided by different types of motorcycle clothing, and their relative comfort when used in Australian conditions. The intent of the program is to raise consumer awareness of safer products and influence manufacturers to supply them to the market.



# Safe Roads

The Safer Roads Program is a targeted infrastructure program to reduce the number of casualties and the severity of injuries when a crash occurs.

The 2015-16 program saw 110 projects delivered with an investment of \$68.2 million. A range of projects were delivered including:

- NSW State Black Spot Program – \$25.5 million was allocated across 66 projects to address black spots.
- Run-off-road and head-on – 12 projects were funded, valued at \$12.1 million.
- Safer Local Government Roads – 26 projects were funded, costing \$9.4 million.
- Pedestrian Safety Infrastructure – a total of 32 new projects with a combined value of \$1.3 million were implemented.
- Motorcycle Safety Infrastructure – a total of 8 new projects were funded with a combined value of \$3.4 million.
- Intersection program – delivered 9 projects for \$1.5 million.
- Cycling safety program – 7 projects were allocated \$1.2 million in funds in 2015-16.
- Pedestrian protection at signalised intersection program – on track to meet the July 2018 completion date, with 219 of 560 intersections across NSW (40 per cent) completed to date (November 2016).
- Completed trial of Pedestrian Countdown Timers (PCT) with installations at 36 signalised sites as at 30 June 2016.
- The 2016-17 program for the Safer Roads Program will see 151 projects delivered with an estimated investment of \$66 million.

## Outcomes of highway reviews

### Oxley Highway

A total of \$4 million was allocated for a works project that will improve road safety along the Oxley Highway. This project represented the second year of the three-year program of safety works on this highway. Works include intersection improvements, adjustments to line marking, shoulder widening and guardrail improvements between Port Macquarie and the Mitchell Highway.

### River Forest Road

Work to realign the Kings Highway between River Forest Road and the Mongarlowe River started in July 2015. Queanbeyan-Palerang Regional Council is carrying out work on behalf of Roads and Maritime Services. The work is expected to be completed by December 2017 at an estimated total cost of about \$15 million.

The project includes a major realignment of approximately 4 km of the Kings Highway, shoulder widening, construction of a westbound overtaking lane and installation of roadside safety barriers.

### East Nelligen

Realignment work on the Kings Highway east of Nelligen started in June 2015 and was completed in late August 2016. The work was carried out by Eurobodalla Shire Council on behalf of Roads and Maritime Services and involved realigning 1.2 kilometres of the highway from Old Nelligen Road towards Batemans Bay. The project also involved removing a number of trees, shoulder widening and installation of roadside safety barriers.

A section of the old highway is also being converted into a police stopping bay and vehicle inspection area to further improve road safety. The project team worked closely with Eurobodalla Shire Council to identify time and cost saving opportunities. The estimated total project cost is \$5.7 million.

### Appin Road

Work was completed ahead of schedule in November 2016 on a project to realign two curves with high crash rates on Appin Road, about 2km northwest of Loddon Bridge. The project was finished several months early and on budget at an estimated total cost of about \$6.35 million.

A number of roadside memorials were located in the project area. Before construction, Roads and Maritime staff reached out to families and friends to make arrangements for collection or storage of the memorials. One memorial was relocated during construction and two were collected by family.



members. They will all be given the opportunity to be reinstated as a new location along the upgraded section of road.

### **Lachlan Valley Way**

The Lachlan Valley Way Route Safety Review was completed in 2016 and informs the Lachlan Valley Way Corridor Strategy to achieve a substantial reduction in the likelihood and severity of crashes on the Lachlan Valley Way.

The 2015-16 works associated with the review included starting development works on the Northbound overtaking lane, Walls Junction curve improvement and Clear Hills Lane shoulder widening projects, and commencing a signage and delineation review.

Several specific projects have been nominated for funding under the Safer Roads Program for either development or delivery with further works planned in 2017-18.

## **Other safer roads regional projects**

In 2015-16, Roads and Maritime Services delivered 154 projects across NSW, many delivered in partnership with local councils. Highlights of regional projects are:

### **Pacific Highway (Hunter)**

Projects were delivered under the State Blackspot Program including the installation of median and kerbside safety barriers on the Pacific Highway at Ferodale. The barriers were implemented to address crash clusters.



### **Parkes-Eugowra Road (Western)**

Work was completed on Parkes-Eugowra Road, Eugowra by Forbes Shire Council. Wire rope barriers around the curve were installed to address a black spot location.



### **Putty Road (Hunter)**

Putty Road in the Hunter Region is a popular route for motorcyclists, who are over represented in crash statistics. As part of the Motorcycle Safety Infrastructure Program, improvements on Putty Road included shoulder widening and delineation improvements to assist motorcyclists in navigating the curves along this route. Before and after photographs are shown below.



### Angels Beach Drive (Northern)

Ballina Shire Council received funding to address a black spot along Angels Beach Drive at East Ballina. The work involved installing a roundabout at the intersection of Links Avenue and providing appropriate superelevation, raised retroreflective pavement markers and curve advisory signs.



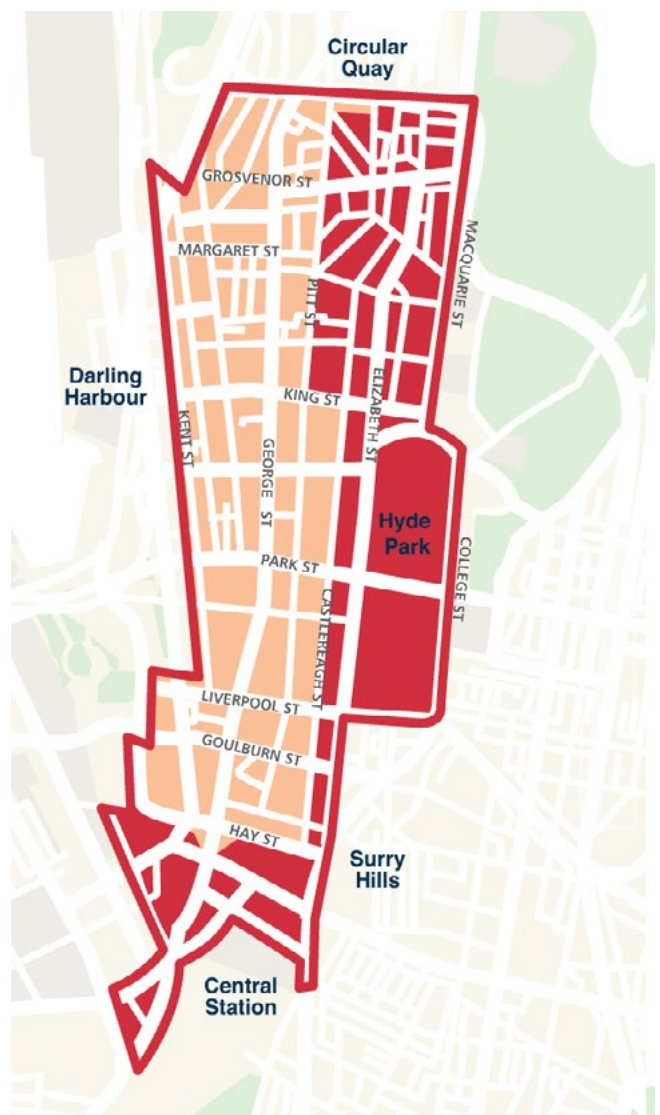
### Oxley Highway Emergency Satellite Phones (Northern)

The Oxley Highway west of Wauchope and east of Walcha in northern NSW is another popular motorcycle route for recreational riders. Following a number of crashes in the area, five solar powered satellite emergency phones were installed along remote sections of the highway in late 2016.

### Expanded 40km/h boundary in the Sydney CBD

The Sydney CBD 40km/h speed limit area was expanded on 18 April 2016 to improve safety for pedestrians and cyclists. Most city streets with high pedestrian traffic are covered by a 40km/h speed limit, including those near major CBD train stations and bus interchanges.

With more than 90 per cent of daily trips within the Sydney CBD made on foot, the expanded Sydney CBD 40km/h zone benefits the high volume of pedestrians within the busy central area. The larger 40km/h zone also benefits pedestrians in the evenings, when many people are about late at night.





# Community Road Safety Fund — Expenditure

In 2013, the NSW Government established the Community Road Safety Fund in legislation. For the first time in NSW, all speed camera and red light running fines were directed back into road safety programs via the Community Road Safety Fund. Operation of the Fund commenced in May 2013.

Transport for NSW's Centre for Road Safety expenditure in 2015-2016 was as follows:

Community Road Safety Fund	2015-16
NSW Safer Roads Program:	
• State Blackspot	25.5
• Run Off Road and Head on Crash Treatments	12.1
• Route Review (Note 1)	12.2
• Local Government Infrastructure	9.4
• Motorcycle Safety Infrastructure	3.4
• Intersection Safety	1.5
• Pedestrian Safety Infrastructure	1.3
• Aboriginal Road Safety Engineering	1.2
• Cycle Safety	1.0
• Fatal Crash Response	0.6
NSW SAFER ROADS PROGRAM TOTAL	68.2
Enhanced Enforcement Program — high visibility policing	\$27.5m
NSW Speed Camera Program	\$46.0m
Speed zone management	\$4.7m
Public education and awareness	\$21.8m
Alcohol Interlock program	\$0.1m
Safety around schools (incl school zone flashing lights)	\$21.0m
School road safety education	\$6.1m
Local Government Road Safety Program	\$5.4m
Safer Drivers Course	\$4.1m
State-wide and national road safety projects (resourcing & research)	\$26.7m
Roads and Maritime Services safety operations and programs	\$13.2m
TOTAL	\$244.7

Note 1: Includes Green on green (\$0.6M), Pedestrian Countdown Timer (\$0.5M) and databases development (\$1.1M)



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