Transport
for NSW

Local Government Road Safety Program

Guidelines 2024/25

NSW GOVERNMENT | TOWARDS ZERO

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Contents

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1 Glossary

Word or Acronym	Definition
Activation	Execution of an event or activity to support or promote road safety initiatives eg. Use of crash cars to promote safe speeds, use of the Wiggles display to demonstrate correct and safe child restraints.
ATL	Above The Line (also referred to as paid advertising)
BTL	Below The Line (also referred to as unpaid advertising)
Campaign	Coordinated road safety marketing or advertising to educate and promote awareness of defined road safety issues.
CAL	Creative Assets Library
Community Engagement	Working and or interacting directly with the community, focused on behaviour change for a specific road safety issue.
CRS	Centre for Road Safety
LGRSP	Local Government Road Safety Program
Matched data	A person identified in Police crash report data (casualty or traffic unit controller) matched to a hospital stay that is not an emergency department (ED)-only admission containing an injury diagnosis on the same day or the day after a crash and did not die within 30 days of the crash, or linked to a Lifetime Care participant record.
Project	Individual or collaborative road safety initiative that is planned, with specific objectives and anticipated outcomes. Projects can be delivered under each sub-program (e.g. speed, older drivers, fatigue etc.).
RSO	Road Safety Officer
RSOS portal	Road Safety Officer System. The online portal for managing the creation, approval and evaluation of Council Action Plans and project plans.
Unmatched data	A person not matched to a Police crash report but has been identified as having an injury on a public road or injury on a traffic-public road for the hospital stay that is not an ED-only admission.

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2 Overview

Local councils are well placed to plan, implement, and deliver road safety projects relevant to their communities. Councils interact regularly with residents, schools, government agencies, businesses, and other stakeholders. Council officers have a detailed knowledge of their local road networks, traffic management issues and road crash history.

The Local Government Road Safety Program (LGRSP, referred to as 'the program' throughout this document) is a partnership between Transport for NSW (TfNSW) and participating local Councils in NSW to co-fund Road Safety Officer (RSO) positions and contribute funding to LGRSP projects targeting road safety issues at a local level. The program is funded by the Community Road Safety Fund to deliver behavioural-focused road safety initiatives at a local level to reduce the incidence and severity of crashes with a focus on community engagement. It also supports the objectives of the 2026 Road Safety Action Plan (2026 RSAP).

The objectives of the program are:

- Raise the profile of road safety within local government areas (LGAs)
- Create a road safety culture within the local community
- Consult with internal council stakeholders, relevant local businesses, other government agencies and community organisations, which is integral to the delivery of effective road safety initiatives.
- Deliver regional, state, and national road safety initiatives within the local context
- Develop, implement, and evaluate evidence-based projects aimed at influencing behaviour to improve road safety in local communities
- Promote, encourage, and support the adoption of the 'Safe System' approach to road safety and integrate this within the strategic planning framework for local councils i.e. work with engineers to promote safe system initiatives and treatments
- Facilitate the involvement of local businesses, other government agencies and community groups/clubs in community road safety.

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3 Features of the LGRSP

Co-funding is available for approved councils to:

- Employ an RSO (see Section 6) whose tasks will include applying for road safety project funding (up to the amount approved by TfNSW)

- Support and deliver approved road safety projects (see Section 5) to address identified road safety issues in the LGA (up to the amount approved by TfNSW).

The program provides:

- Professional support for local councils to address local road safety issues

- Funding to support a dedicated behavioural road safety role to your LGA

- Project funding for behavioural and safe system road safety projects.

A Program Funding Agreement (PFA) will be implemented between TfNSW and Councils setting out the responsibilities of both parties for delivery of the program.

The current PFA term ceases on 30 June 2025.

Councils will prepare an annual Road Safety Action Plan setting out proposed projects based on local crash data analysis, council priorities, community feedback, and in accordance with these guidelines. The Road Safety Officer System portal (RSOS portal) provides the template to be used when preparing the Action Plan, which is subject to TfNSW approval.

All councils are required to demonstrate their financial and in-kind contribution to projects and tasks in their Action Plan and individual project applications.

Projects can include components that support development of council proposals for funding under other road safety programs, for example the NSW Safer Roads Program and Australian Government Black Spot Program. Both road safety infrastructure programs fund up to 100 per cent of the cost of the project.

In addition, councils choosing not to employ an RSO can apply for road safety project funding of up to 50 per cent of the cost of the project. This could include a HR component for the cost of personnel to plan and deliver the project. The project should be developed using the Safe System approach (see Section 3).

The Regional and Outer Metropolitan (ROM) Lead Community and Safety Partners (ROM delivery partner) or Safe Systems Project Officers for Greater Sydney (GS delivery partner) or the advised nominated delegate/s are the key contact for councils and Road Safety Officers in all aspects of the program.

All councils wishing to join the program are encouraged to contact their respective TfNSW contacts to express their interest. Transport will review and carefully consider all expressions of interest and work with the council to ensure that the guidelines can be met and there is adequate budget available.
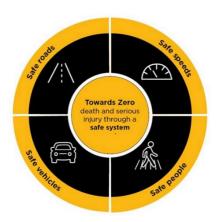
4 The Safe System Approach

The Safe System approach to improving road safety takes a holistic view of the road transport system and the interactions among the key components of that system: Safe Roads, Safe Vehicles, Safe Speeds, and Safe People.

Road safety is a shared responsibility. We all need to make decisions with safety in mind, from the design of our roads and vehicles, investments, laws and education, and each road user acting safely each and every day.

The principles underpinning the Safe System acknowledge that:

- People sometimes do not follow the rules and make mistakes which can lead to crashes; however, no one should die or be seriously injured on the road as a result of these mistakes.
- The human body has a limited physical ability to tolerate crash forces – any impact greater than 30km/h increases the risk of dying significantly.
- Road safety is a shared responsibility among everyone, including those that design, build, operate and use the road system.
- We need to improve the safety of all four parts of the system - roads and roadsides, speeds, vehicles, and people/road use - so that if one part fails, other parts will still protect the person from serious injury or death.

What does the Safe System approach mean for local councils?

Local councils provide local road infrastructure, support local enforcement activities, and provide their community with road safety messages and information.

Councils will deliver projects addressing local road safety issues to their community across the whole of the safe system influencing safer people, roads, vehicles, and speeds in their local community. Projects will involve elements from each part of the safe system approach. Examples include:

Safe People

- Present 'On the road 65Plus', (soon to be rebranded as 'The Road Ahead'), workshops to address driving and pedestrian issues for older road users
- Work with school representatives, local police, Road Safety Education Officers, and bus operators to address speed, parking, crossings, and general road safety around schools
- Promote TfNSW road safety marketing communications relating to Towards Zero, country roads, enforcement, speed, drink driving, fatigue, drug driving, other road safety issues and tactics in line with state-wide priorities
- Provide local publicity to support local police enforcement activities
- Promote use of appropriate gear for motorcyclists.

Safe Vehicles

- Encourage the purchase of ANCAP 5-star safety rated fleet vehicles for both council and private fleets, including hire car fleets that may have designated on-street parking.
- Encourage safer heavy vehicles, including through the procurement of safer HV in council fleets and through setting minimum heavy vehicle requirements for contracts in

infrastructure projects procured by council. [Safety features and technologies for heavy vehicles 2020 (nsw.gov.au)](#)

- Organise child car seat checking days and promote authorised child car seat fitting stations
- Promote the correct use of seatbelts and restraints
- Promote the 'Road Safety at Your Work, A Guide for Employers', and associated toolkit/resources to local employers and within council, including safe driving practices for council staff
- Promote safer choices, including by promoting the ANCAP, Used Car Safety Ratings, MotoCAP, and child car seats safety rating programs.

Safe Roads

- Participating in road safety audits on local roads by providing road safety data analysis, stakeholder consultation or implementing the behavioural findings from road safety audits where there is a clear intention to improve road safety
- Work with Council engineers on the consultation process with local stakeholders for proposed road safety improvements on local roads
- Provide Council staff and residents with information promoting safety at roadwork sites (eg Be Truck Aware)
- Assess pedestrian and cycling amenity and access routes and provide education to the local community on safer road user behaviours
- Partner with Council stakeholders in the development of NSW Safer Roads Program nominations by providing a Safer People component to the project plan (eg. speed enforcement, behavioural road safety around schools)
- Promote the consideration of road safety in local traffic decisions and Development Applications.

Safe Speeds

- Provide TfNSW with information (speed counts, existing traffic facilities information, proposed treatments) to assist with speed limit reviews
- Promote school zone speed limits and bus safety by working with school communities and local police (eg Be Bus Aware, Keeping Our Kids Safe Around Schools)
- Public education promoting safe speed messages (eg Casual speeding, Every K counts)
- Partner with TfNSW and NSW Police to identify areas where speeding is an issue and work collaboratively to implement an enforcement solution.

While the program has a focus on engagement and the behavioural element of the safe system, projects that are submitted for part-funding are to consider how all components of the system interact.

For example, appropriate work under the program may include data analysis, supporting applications for other road safety funding and programs such as a proposal for a 40km/h high pedestrian activity area, supporting development of council applications for Safer Roads Program funding and supporting local speed enforcement as part of a broader project.

Engineering works are **not** funded from the LGRSP.

5 Program partner roles

The LGRSP is a partnership between TfNSW and local councils. Their respective roles are as follows:

5.1.1 Transport for NSW - Centre for Road Safety/Safer People (Safety, Environment and Regulation division), Education & Engagement, and Brand & Marketing.

- Set road safety priorities and direction under the NSW 2026 Road Safety Action Plan (2026 RSAP) to provide a context for the program
- Develop the framework and guidelines for the program
- Ensure currency of the Local Area Marketing Toolkit to support the implementation of unpaid local area marketing collateral and compliance with NSW Government paid advertising strategies
- Develop road safety marketing communications and engagement strategies, and supporting public education resources
- Oversee and facilitate compliance with the *Government Advertising Act 2011*, as well as current NSW Government advertising policies and guidelines
- Report to TfNSW senior management and the Minister for Transport, Minister for Roads, and the Minister for Regional Transport and Roads on program performance
- Governance of the program funding from the Community Road Safety Fund.

5.1.2 Transport for NSW - Regional and Outer Metropolitan (ROM) and Greater Sydney (GS) divisions

- Implement delivery of the program and report progress to the Centre for Road Safety (Safer People)
- Issue Program Funding Agreements (PFA) to councils
- Coordinate and facilitate Program Management Meetings with Road Safety Officers (and their supervisors) and relevant TfNSW teams to provide updates
- Provide councils with state road safety priorities
- Assess project applications and review/approve Action Plans submitted by councils on the RSOS portal
- Support councils in planning, developing, and implementing evidence-based local road safety projects
- Ensure council projects are consistent with state and regional strategies, priorities, and directions; and approve project plans in the RSOS portal
- Monitor project progress to completion and ensure project evaluation reports are completed in RSOS
- Ensure that communication materials are consistent with current TfNSW marketing communications and engagement strategies, including the 'Towards Zero' brand
- Ensure that marketing and communications activities adhere to the *Government Advertising Act 2011* as well as current NSW Government advertising policies and guidelines
- Manage process of new councils wishing to join the program and the replacement of road safety officers' vacancies.

5.1.3 Local Councils - Road Safety Officer

- Plan, develop and implement evidence based local road safety projects consistent with the LGRSP Guidelines and as agreed with TfNSW, and using the RSOS portal
- Ensure project objectives are clear and can be evaluated to determine road safety outputs and outcomes
- Support NSW Government state-wide strategies and programs, as appropriate, to deliver road safety engagements and activations to local communities

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- Submit Road Safety Action Plan/s and Project Plans through the RSOS portal for TfNSW approval
- Demonstrate financial and in-kind contributions to projects
- Report as required (Monthly/Quarterly) against project milestones, deliverables (i.e. number of projects delivered, number of participants, number of car seat checks /fittings/vouchers provided and redeemed etc)
- Report monthly as committed to in the approved project plans (reporting managed by ROM delivery partners and/or GS delivery partners)
- Establish Council Road Safety Program Delivery meetings at intervals agreed by the Council and the relevant nominated authority for TfNSW. As a minimum, the meetings will include at least one representative from the Council, TfNSW and Police.
    - This meeting allows engagement and the opportunity to strategise with key safety partner stakeholders like Police
    - This meeting can assist with different stages of the RSOs role, such as developing and submitting project plans or further assistance with delivery of approved plans
    - This should be separate to Local Traffic Committee (LTC).

5.1.4   Local Councils - Project Funding only

Councils choosing not to employ an RSO can apply for road safety project funding of up to 50 per cent of the cost of the project. This could include an HR component for the cost of personnel to plan and deliver the project.

Partner roles and responsibilities are the same as if there was an RSO employed (see above).

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6 Funding of road safety projects

6.1.1 Funding principles

- RSO project funding can be planned across the duration of a Program Funding Agreement (PFA) for approved projects. However, project funding for each subsequent year will depend on the achievement of milestones set out in the project plan for the current year.
- Approved RSO projects will be funded up to a level determined by TfNSW and appropriate for the project.
- Specific project funds will vary depending on the scope of the project. Project funding up to $10,000 per project over the life of the project, where appropriate.
- Councils must demonstrate a financial or 'in-kind' contribution to each RSO led project.
- Project funding will be administered by the TfNSW region, in line with current financial arrangements. Councils new to the program should contact their local ROM or GS delivery partner or nominated delegate for further details.
- Requests for project funding variations must be approved by TfNSW (outlining any project scope change and supporting evidence) prior to variations being implemented.

6.1.2 Project scope

- The program focuses on funding educational and behavioural engagement projects to address demonstrated local road safety priority issues. However, a project developed using the Safe System approach may include activities to support engineering and enforcement activities.
- The Safe System approach is to be adopted in the analysis and identification of road safety risks and development of road safety projects and activities.
- Projects may include components that support development of council proposals for funding under other road safety programs (for example Safer Roads Program) and coordination of road safety across council.

6.1.3 Evaluation

- Complete project milestone reports, annual evaluations, and final evaluations in the RSOS portal.
- Project continuation is dependent on meeting the project milestones and completing annual evaluation reports and provision of these to TfNSW for review and comment.
- Continuation of project funding will also be assessed for value for money, sustainability, achievement of objectives and successful implementation of strategies.

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7 Funding of Road Safety Officers

Councils may apply to employ a RSO to prepare, implement and evaluate a Road Safety Action Plan and projects for council. TfNSW and council will agree on the road safety tasks undertaken by the RSO to be co-funded as part of the TfNSW financial contribution to the RSO's salary.

RSOs will document the projects and tasks in the Action Plan and regularly report on progress of these items to TfNSW. Ongoing financial contributions from TfNSW to an RSO position will be dependent on council meeting the identified project and task milestones and completing annual evaluation reports.

A group of councils can also jointly apply to participate in the program and seek funding to share a Road Safety Officer position.

A Program Funding Agreement (PFA) will be implemented between TFNSW and Councils setting out the responsibilities of both parties for delivery of the program.

7.1.1 Funding principles

Funding is available from TfNSW to co-fund a RSO position within council, of up to 50 per cent of the cost of the salary if the local government area is deemed to need a RSO to address road safety issues. The need is based on a strategic (risk-based) methodology using local road trauma data.

Cost of employment is the salary paid to the officer plus on-costs (up to a maximum of 35 per cent). On-costs are provisions for all award leave conditions (including sick leave, maternity/paternity leave, long service leave), payroll tax, superannuation, and workers compensation (where applicable) but not annual leave which is included in the calculation for salary. The TfNSW contribution to on-costs is up to 35 per cent of costs as defined above and agreed between TfNSW and council. The funding contribution from TfNSW is capped at $77,518 per annum.

7.1.2 Position HR requirements

A standard role description is included in the Program Funding Agreement (PFA). Council's role description for the RSO position must be developed in consultation with and approved by the TfNSW.

Councils should ensure that RSOs have suitable skills and experience to undertake the role. A TfNSW representative must be included on interview and selection panels.

The PFA sets the framework for employing an RSO and should be read in conjunction with this guideline.

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8 Developing the local road safety Action Plan

Council's RSO need to develop an Action Plan setting out the road safety activities and projects for the period of their agreement. This document will outline how councils plan to address the road safety problems and issues relevant to their LGA.

The Action Plan should be completed in the RSOS portal and provide a clear and succinct overview of Council's road safety projects and activities over the period. There are two distinct sections of an Action Plan.

Section One of the plan will include crash data analysis, LGA demographic information and other information (such as topography, major roads, known issues or emerging trends etc.) pertinent to the LGA. It will include a conclusion noting the road safety issues which the analysis has demonstrated should be targeted at a local level.

Section Two will summarise all proposed projects:

- LGRSP funded projects: Outline proposed strategies, outcomes, and evaluation measures for each year that funding is being requested. Project timelines and milestone dates will be included in the detailed project application submitted through the RSOS portal.

- All other road safety projects and/or activities: Indicative funding amounts from Council and other sources should be provided along with a short description of the project/activity and how it will be evaluated.

When developing or reviewing the Action Plan, councils should consider the following:

Section One

- Outline how the Action Plan aligns with the Safe System approach to road safety and how it contributes to the 2026 RSAP

- Identify and prioritise the road safety issues for the LGA so that high risk issues are addressed (see 7.1), the crash data will assist with prioritisation

- Determine projects that council will request part-funding from TfNSW (7.2).

Section Two

- Outline projects and activities that are being undertaken over each financial year, to address identified local road safety issues

- Explain the basis for the expectation of the effectiveness of the planned projects

- Outline project objectives and strategies

- Outline the timeframe of each project/activity

- Outline the financial resourcing of each project/activity

- Specify the council's contribution (financial and in kind)

- Set out the evaluation measures that are appropriate for each project

- Identify if a road safety officer will be employed either individually or shared with another council or councils

- Obtain council management approval.

8.1.1   Integrating road safety with Local Government Planning and Reporting

The Integrated Planning and Reporting (IP&R) framework was introduced under the Local Government Act in 2009. Under this framework every Council must develop a 10-year Community Strategic Plan, along with supporting four-year Delivery Programs and annual Operational Plans.

The framework allows NSW councils to draw their various strategic plans together, understand how they interact and get the maximum leverage from their efforts by planning holistically and sustainably for the future.

Action Plans provide an opportunity to form partnerships with other stakeholders who have similar road safety objectives to integrate road safety actions into local planning, build a safety culture and accelerate innovative local road safety solutions. It should link council and community activities in the achievement of road safety objectives within the broader framework of the Council's Community Strategic Plan and related delivery and operational plans.

The Institute of Public Works Engineering Australasia (IPWEA) has designed a guide to assist local councils to develop road safety strategic plans and integrate them into the Integrated Planning and Reporting Framework. A copy of the guide can be found here.

8.1.2   Identifying road safety issues

Councils are required to undertake statistical analysis to identify road safety issues. This analysis may include:

- Issues identified in the NSW 2026 Road Safety Action Plan
- Crash data that indicates there is a road safety issue in your area:
    o Use the most recent finalised five-year data
    o Consider fatal and serious injury crashes
    o Research behavioural factors in crashes, for example alcohol, speed, driver fatigue
    o Consider the times of crashes, for different factors, crash types, etc
    o Consider the crash types (eg vehicle off road, vehicle crashes into side of other vehicle at intersection)
    o Consider the types of locations (eg curves or intersections)
    o Consider the demographics (age, sex, residence) of people involved in crashes, for different factors, crash types, etc
    o Many local areas will have few if any fatal crashes over a five-year period. Consider the types of locations where fatal crashes happen elsewhere in the broader region that are like the local area
    o Consider crash types that are more likely to result in fatal or serious injury crashes as a predictor of future fatal crashes
    o Identify problem road links, areas, or sites
    o Consider the speed limit where crashes happened.
- Local population data
    o What are the significant demographic characteristics? What are the dominant languages spoken in the area, other than English?
- Topographic data of the area.
    o How does it affect roads, speed limits and resulting safety issues?

- Obtain and include information from local stakeholders including Police, council engineers, other government agencies, local businesses, sporting clubs, venues, schools, representative bodies, and target groups

- Set out the main road safety issues, with an explanation of how they have been identified from the above information and analyses.

8.1.3 Develop projects from key issues identified in Action Plan

Scope projects that will address the key road safety issues that have been identified from the statistical analysis. This can include emerging issues based on population trends and forecasts. Proactive road safety projects could be considered but will not take priority.

- Explain how the planned project addresses the identified problem

- Outline how the project demonstrates the Safe System approach to road safety

- Outline how the project supports TfNSW road safety strategies.

8.1.4 Explain why planned projects will be effective

- Use a reliable source of information on relevance and effectiveness of this type of action. For example:
  - Guidelines issued by TfNSW
  - Local Police intelligence
  - Use of similar actions in the past, in this or similar councils, together with evidence of past effectiveness
  - Expectations of effectiveness should be based on sound evidence.
- Explain how you would ensure the necessary expertise, resources, and commitment to implement the project.

8.1.5 Timing

- Start and end dates of the project (delivery date required for planning and reporting)

- Dates of any major events or milestones

- A project's duration may be between one and three years (with different milestones achieved each year based on preceding annual review).

8.1.6 Resources

- Total funding

- Funding requested from TfNSW

- Council contribution

- Project Officer (usually Road Safety Officer).

8.1.7 Evaluation

- Outputs (what was delivered? Report on deliverables (i.e. number of projects delivered, number of participants, number of car seat checks /fittings/vouchers provided and redeemed etc.) and outcomes (what changed as a result?)

- How these will be measured? (participation rates as an example, no. of checks completed)

- Any appropriate comparison (eg with neighbouring LGAs)

- Note: that evaluations of individual projects should focus on assessing the success of project delivery and the immediate results achieved. The project evaluation should be

used to improve future delivery and assess where time, money and effort should be focused.

8.1.8 Council approval required for Action Plan and projects

- The Action Plan and proposed project plans must have council management approval.

8.1.9 Special Considerations – Advertising (see section 12 for more information)

- Consider if paid advertising is essential for delivery of the Action Plan and the same outcomes cannot be achieved via non-advertising communications and community engagement activities.
- Transport for NSW invests significant budget towards paid advertising campaigns based on research and effectiveness to reach targeted audiences about safety behaviours. ***Please note that therefore paid advertising requests as part of this program are an exception and may not be approved.***
- Indicate any proposed paid advertising including for promotion of events and workshops, the nature, date and value being proposed. Provide justification on the need to reach audiences through paid advertising versus non-paid advertising communications initiatives, e.g. local events and engagements.

Any proposed paid advertising (local newspapers, Facebook posts, outdoor billboards etc.) as a component of the Action Plan must be approved by TfNSW through the relevant ROM or GS delivery partners as well as the TfNSW Brand & Marketing team to ensure it does not breach NSW Government advertising guidelines and expenditure limits for each annum and meets brand and campaign guidelines.

8   Reviewing the Action Plan

Council's Action Plan should be reviewed annually in the RSOS portal to ensure the proposed projects and tasks continue to address the local road safety issues.

An analysis of the most recent crash data (five-year finalised data) and review of LGA wide crashes will assist in determining if tasks and activities outlined in the Action Plan require revision or if they are still meeting local needs.

Any identified changes to projects or tasks in the Action Plan should be discussed with council management and the TfNSW region prior to changes being officially requested.

9 Developing project plans

Based on the information provided in Section Two of the Action Plan, RSO will also need to complete project plans for each of their projects. Each project plan will provide comprehensive detail so the proposal can be reviewed and compared to other proposals received within the TfNSW region to determine funding allocations for the coming financial year.

For multi-year projects, ongoing funding is dependent on the successful delivery of the preceding year of the project along with completion and submission of the project evaluation in the RSOS portal to the TfNSW region.

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Project funding applications must be completed using the RSOS portal template. Advice on completing applications can be sought from the nominated ROM or GS delivery partners.

10 Action Plan, project funding applications and reporting requirements

Due dates for submission of Action Plans and project plans in the RSOS portal can be obtained from the nominated ROM and GS delivery partners, as dates may vary among regions.

Requests for project variations (either funding or timelines) must be submitted to TfNSW for approval in the RSOS portal (outlining any project scope change and supporting evidence) prior to variations being implemented.

Quarterly milestone reporting in the RSOS portal for each project is required to ensure claims for payment are processed in accordance with the PFA.

Detailed quarterly project progress reporting to be provided to ROM and GS delivery partners.

11 Program areas based on road safety issues and risks

11.1 Speed

11.1.1 Background

Speeding is the single most significant contributor to road fatalities and serious injuries in NSW. Speeding includes both excess speed (exceeding the speed limit) and inappropriate speed (travelling faster than reasonable for the prevailing conditions).

In 2022, 114 people were killed and 2,703 injured (including 912 seriously injured) in NSW in crashes where speeding was a contributing factor. Crashes which involved speeding represented 40% of fatal crashes and 19% of all casualty crashes. While the road toll has been reducing overall in recent decades, the proportion of speed-related fatal crashes has remained around 40% of total fatal crashes each year.

Attitudinal research indicates that there is a high level of community acceptance that speed is a contributor to the NSW road toll, yet most drivers do not consider speeding as the key contributor to the road toll, automatically dangerous or an immediate risk to their personal safety. There is an underlying attitude that driving 1-10km/h over the limit is not unsafe and is socially acceptable, with most drivers admitting to speeding on a regular basis.

The threat of enforcement is identified by most drivers as the largest modifier of their speeding behaviour. The strongest effects on positive behavioural change and casualty crash reductions in relation to speeding occur when targeted enforcement programs are accompanied by extensive public education and high awareness of mobile speed camera enforcement[1]. For this reason,

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[1] Davey & Freeman, 2010

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Transport uses a coordinated package of speed enforcement initiatives in combination with advertising campaigns, as this is a proven strategy for ensuring compliance with speed limits.

11.1.2   Strategic approach and objectives:

The current version of the NSW Automated Enforcement Strategy (the Strategy) was published in July 2023 and provides the overarching framework outlining how automated enforcement programs are managed in NSW. The strategy provides the framework for the NSW speed camera program that currently consists of fixed-digital, mobile, average, and red-light speed camera programs.

Aligned with safe system principles spanning the road environment, speed limit setting, and improved vehicle safety – NSW has a range of behavioural programs (including public education), police-based as well as automated compliance and enforcement programs, and a penalty framework to tackle speeding.

- The speeding behavioural program aims to reduce speeding, providing safer travel for all road users. Its objectives are:
- Improve the compliance of NSW drivers and riders with the speed limit
- Promote motorists to choose safer speeds and encourage them to drive to the road and prevailing conditions
- Increase driver's perception that speeding is socially unacceptable.
- Promote the safety benefits of the NSW speed camera program and appropriately set speed limits
- To improve formal interagency coordination, communication and joint planning processes and structures with local government, NSW Police, key regional stakeholder agencies and industries
- Educate motorists on the significant impact that travelling just a few km's over the speed limit plays in fatalities and serious injuries on NSW roads
- Resetting drivers' attitudes to how they view their normalised 'everyday speeding' behaviour to prompt behaviour change.

11.1.3   Current TfNSW programs and approach:

- The NSW Automated Enforcement Strategy – provides the framework for the management of NSW speed camera programs, and their continued rollout, to support Police enforcement, community nominations for speed cameras.
- High visibility police enforcement
- Campaigns targeting speed (including advertising)- Enforcement 'Stop it… or cop it', and behavioural 'Casual Speeding - Every K Counts'
- Appropriate speed zoning
- 40km/h speed limit around stopped emergency vehicles (only applies to speed limits of 80km/h or under)
- Introduction of 30km/h speed zones.

11.1.4   Examples of RSO projects and engagements include:

- Public education and community engagements, supporting the TfNSW road safety marketing communications and engagements, including the 'Casual Speeding. Every K counts' campaign. Approved evidence-based materials are made available by TfNSW for these activities eg. CAL resources (paid advertising is only for exceptional activity and must be approved)
- Public education supporting local police enforcement activities

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- Public education/consultation related to road safety engineering projects (speed related) eg. speeding in work zones, support for NSW Safer Roads Program construction projects
- Local media releases and (unpaid) promotions linking with regional and state-wide campaign strategies eg. Double Demerits, Summer Holiday communications
- Consulting with communities to address specific speed problems, using courtesy speed checks, police enforcement and public education initiatives
- Promoting compliance with posted local speed limits
- Identifying road sections where increased speed enforcement appears to be necessary and draw to the attention of police and TfNSW
- Identifying road sections where the speed limit appears inappropriate and draw to attention of TfNSW
- Identifying and advocating for, locations for 40km/h High Pedestrian Activity Area speed zones (also covered in pedestrian program)
- Promoting knowledge of the Safer Roads NSW website for nomination of speed camera locations and requests for speed limit reviews.

11.1.5 Measures of success may include (depending on tools/activities used):

- Reduced average travel speeds and/or improved compliance with speed limits on selected roads
- Local enforcement supported by a public education strategy
- Positive Police and TfNSW response to identified local need for speed zone review or targeted enforcement
- Success of media and promotions (such as media and social media coverage/reach, website visits, attendance at events)
- Success in communicating key messages (may be assessed by surveys, audience/participant feedback, observations, ad hoc feedback from stakeholders and community)
- Any data or feedback suggesting an increase in community engagement and acceptance regarding safer travel speeds
- Implementation or expansion of high pedestrian activity areas.

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11.2 Drink Driving

The NSW drink drive program aims to reduce alcohol involvement in all crashes and encourage motorists to separate drinking and driving.

11.2.1 Background:

In 1980, a total of 389 people were killed in alcohol related crashes in NSW, which accounted for 30% of the road toll. In 2022, data indicates that figure reduced to 36 fatalities, around 13% of the road toll. However, alcohol-related crashes still represent a key contributor to the NSW road toll.

While community attitudes to drink driving have changed dramatically since the 1980s, crash analysis, attitudinal research and offence data highlight that drink driving remains a key challenge on NSW roads, especially in country areas.

From 2018 to 2022 there were a total of 237 fatal crashes involving alcohol, resulting in 262 fatalities (17% of all fatalities). During this period there were also 3,448 injury crashes resulting in 4,420 people injured, including 1,530 people seriously injured (7% of all serious injuries). Alcohol related fatalities decreased by 28 from 64 fatalities in 2018 to 36 fatalities in 2022. Alcohol-related serious injuries decreased by 85 from 363 in 2018 to 278 in 2022. Changes to the Mandatory Alcohol Interlock Program and the introduction of the combined drink and drug offence may have contributed to the reduction in alcohol related trauma given the implementation dates of these changes (see below).

Males represented 86% of motor vehicle controllers with an illegal level of alcohol involved in fatal crashes and 71% of motor vehicle controllers with an illegal level of alcohol involved in serious injury crashes in 2022. Age is also a significant factor in alcohol related crash risk, with male motor vehicle controllers aged 17 to 49 over-represented in alcohol related fatal and serious injury crashes (6%), compared to over 50 year old motor vehicle controllers (2%) in alcohol related fatal and serious injury crashes.

NSW attitudinal research indicates a higher proportion of males residing in regional areas aged between 26-49 years, and males residing in metropolitan areas aged 16-25 years drink drive. For females, the highest proportion was found in the 16-25 age group who reside in regional NSW and represented the highest proportion of drink drivers[2] within the NSW driving population.

Since the introduction of the zero BAC rule in 2004 for novice licence holders (learner and provisional) the number of persons killed or injured because of a crash where the novice licence holder had an illegal level of alcohol has fallen. The number of people killed because of a crash where a novice driver had an illegal presence of alcohol decreased from a high of 26 in 2010 to 5 in 2022.

A survey of the NSW community, completed to inform the development of the 2026 RSAP, found that over 80% of respondents support alcohol and drug testing of drivers in NSW.

11.2.2 Strategic approach and objectives:

Enforcement of drink driving laws is a major deterrence strategy to address drink driving and is supported by the 'Plan B' public education campaign, with the inclusion of 'Terry Godmother' in 2022. The campaign supports the NSW Government approach of separating drinking and driving as the safest way to avoid drink driving.

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[2] Reported drink driving within the last 6 months. 2019 attitudinal research.

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Current programs have been developed to address serious repeat and high-risk drink drive offenders and include:

- NSW Sober Driver Program - an educational and rehabilitation program targeting serious and repeat drink drivers.

- The Mandatory Alcohol Interlock Program (MAIP) - a court-ordered penalty for NSW drivers who commit a serious drink driving offence; or more than one drink driving offence; or a combined drink and drug driving offence. The MAIP was Introduced in February 2015, MAIP applied to high-range PCA (a blood alcohol concentration of 0.15 or more), 'refusal', and all repeat offences. In December 2018, MAIP was extended to all mid-range offenders (a blood alcohol concentration between 0.08 and 0.149) convicted of a first offence, and 'drive under the influence of alcohol' offences. On 28 June 2021, MAIP was again extended to combined offences, drivers who drive with both an illegal blood alcohol level and illegal drugs in their system, albeit with the same PCA levels as those relevant in 2018.

Under the Road Safety Plan 2021, additional counter measures were also implemented to address lower and mid-range drink driving offenders:

- In December 2018, the vehicle sanctions scheme was expanded to include repeat, high-risk drink drivers. Vehicle sanctions include confiscating a driver's vehicle number plates or impounding a driver's vehicle, which typically apply for three months

- Any driver caught for a low-range drink driving offence will be fined $603 (2022) and will lose their licence immediately at the roadside for three months.

11.2.3 Current Transport programs and approach:

Key priorities identified in the 2026 RSAP include:

- Establish a Drug and Alcohol Road Safety Advisory Group to revitalise the strategy for drug and alcohol testing of drivers in NSW - including the scale of testing and testing processes - with a view to achieving greater efficiency, reach and deterrence of unsafe behaviour and trauma reductions
- Deliver new and enhanced education programs for drink and drug driving offenders, consistent with the drink and drug driving education strategy
- Develop new drug driving and drink driving behaviour change campaigns, integrated with enforcement, and supported by enhanced communication materials
- Ensure that bicycle riders who are involved in fatal crashes are subject to the same mandatory drug and alcohol testing requirements as other motorists
- Develop reforms to post-crash drug and alcohol testing so that requirements extend to drivers that are involved in crashes that cause grievous bodily harm, not only fatal crashes
- Make enhancements to the Mandatory Alcohol Interlock Program to enable offenders who have an interlock order but develop a severe medical condition to apply to the Court for an exemption
- Support wider scale rollout of alcohol interlocks and/or other technologies (such as passive alcohol sensors) that prevent drink-driving
- Develop and deliver a drink and drug driving research program
- Campaigns targeting drink driving (including advertising)– i.e. Enforcement 'Stop it... or cop it' and behavioural drink driving campaign – 'Plan B'.

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11.2.4 Examples of RSO projects and engagements include:

- Public education and community engagements, supporting the TfNSW road safety marketing communications and engagements. Approved evidence-based materials are made available by TfNSW for these activities eg. CAL resources *(paid advertising is only for exceptional activity and must be approved)*
- Liaise with licensed venues and event organisers to support the management of alcohol issues eg. Advice to improve and manage alternative transport schemes; distribute Plan B resources
- Implement a 'Win a Swag' style competition at participating venues (eg pubs, bottle shops, clubs, to encourage safe driving behaviours
- Develop local drink drive projects in partnership with stakeholders that offer practical solutions, generate awareness of the new drink driving penalty reforms within the community and provide information that addresses a specific local issue while reinforcing the state-wide campaign messages – eg. Liquor Accord initiatives
- Support local/regional activities with Cricket NSW 'Plan B' partnership
- Consideration of road safety in planning decisions for licensed venues
- Assisting in infrastructure projects to help venues to manage alcohol issues such as the provision of street lighting (crime prevention), taxi ranks, pedestrian fencing, and appropriate speed limits
- Liaise with sporting clubs to encourage alternative transport for events (eg. Rugby League Plan B ambassadors) in partnership with Good Sports (goodsports.com.au). Note: Good Sports program is currently funded by Transport for NSW.

11.2.5 Measures of success may include (depending on tools/activities used):

- Successful delivery of initiatives developed in partnership with other government agencies or local Liquor Accord
- Liquor Accord meetings attended; changes made, or decisions influenced because of road safety input
- Success of media and promotions (such as media and social media coverage/reach, website visits, attendance at events)
- Success in communicating key messages (may be assessed using surveys, audience/participant feedback, observations, ad hoc feedback from stakeholders and community)
- Any data or feedback suggesting an increase in community engagement and changed attitudes about drink driving
- Positive Police response to consultation regarding local enforcement strategies
- Road safety input successfully influenced planning decisions for licensed venues, infrastructure to help venues.

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11.3 Drug Driving

The NSW drug driving program aims to reduce the occurrence of drug driving, and to reduce drug driving related crashes.

11.3.1 Background:

Drug driving is a significant behavioural issue in NSW that is targeted through high visibility enforcement, combined with public education. The use of illicit drugs causes changes in the brain which disrupt normal cognitive processes or functioning and can impair driving ability and increase crash risk.

Since 2010, NSW has been collating fatal crash data on drivers and riders involved in fatal crashes with an illicit drug present in their system.

The fatal crash data covers cannabis, speed (amphetamines/ice) and ecstasy, and relates to the presence in the driver's or rider's system and not the level of impairment.

Data for 2022 shows that there were 50 deaths (18% of all fatalities) from crashes involving a driver or rider with an illicit drug in their system. Over the period 2018 - 2022 the proportion of fatalities involving illicit drugs is trending upwards when compared to overall fatalities – in 2018 17% of fatalities compared with 18% in 2022.

Attitudinal research indicates that 30% of NSW drivers who use illicit drugs have driven after drug use at some time in the past, and that many do not believe that drug use affects their driving skills or that enforcement is likely.

11.3.2 Strategic approach and objectives:

To strategically address the behaviour and reduce drug driving related road trauma, NSW drug driving policy is based on general deterrence. As experience has shown with drink driving and random breath testing (RBT), increasing the actual and perceived likelihood of being caught is essential to driving down the road toll.

NSW uses a two-tiered approach to drug driving enforcement that combines zero tolerance and impairment approaches. Mobile Drug Testing (MDT) and presence offences enable efficient and random roadside testing. This enforcement targets drivers who have recently used common illegal drugs that are known to impair driving and feature in the NSW road toll. Blood and urine testing, and the more serious offence of driving under the influence (DUI), applies to drivers that are visibly impaired. This testing enables enforcement of drivers impaired by a range of prescription or illegal drugs, or a mix of substances.

In February 2021, the NSW Government approved legislation for a combined drink and drug driving offence to be implemented in the second quarter of 2021.

11.3.3 Current TfNSW programs and approach:

Key priorities identified in the 2026 RSAP include:

- Establish a Drug and Alcohol Road Safety Advisory Group to augment the strategy for drug and alcohol testing of drivers in NSW – including the scale of testing and testing processes – with a view to achieving greater efficiency, reach and deterrence of unsafe behaviour and trauma reductions
- Continue to deliver 200,000 mobile drug tests per year to deter driving after drug use and reduce drug related road trauma

- Seek to establish a partnership with industry and/or research organisations to encourage streamlined, effective and faster roadside drug testing
- Deliver new and enhanced education programs for drink and drug driving offenders, consistent with the drink and drug driving education strategy
- Develop new drug driving and drink driving behaviour change campaigns, integrated with enforcement, and supported by enhanced communication materials
- Ensure that bicycle riders who are involved in fatal crashes are subject to the same mandatory drug and alcohol testing requirements as other motorists
- Develop reforms to post-crash drug and alcohol testing so that requirements extend to drivers that are involved in crashes that cause grievous bodily harm, not only fatal crashes
- Develop and deliver a drink and drug driving research program.

11.3.4   Examples of RSO projects and engagements include:

- Public education and community engagements, supporting the TfNSW road safety marketing communications and engagements. Approved evidence-based materials are made available by TfNSW for these activities eg. CAL resources *(paid advertising is only for exceptional activity and must be approved)*
- Community engagements focused on raising awareness about impairment from drugs, drug-related road crashes and MDT
- Local media releases and promotions linking with regional and state-wide campaigns 'Stop it... or cop it'
- Collaborate with local Police to identify the need for drug driving enforcement
- Partner with health agencies and other stakeholders to promote drug driving messages eg. Youth Hubs, Alcohol and Drug Foundation
- As part of the Road Safety in Your Workplace program working with employers to distribute information, resources, and advice about drug driving and employer road safety polices.

11.3.5   Measures of success may include (depending on tools/activities used):

- Successful delivery of initiatives developed in partnership with stakeholders or other government agencies
- Success of media and promotions (such as media and social media coverage/reach, website visits, attendance at events)
- Success in communicating key messages (may be assessed by surveys, audience/participant feedback, observations, ad hoc feedback from stakeholders and community)
- Any data or feedback suggesting an increase in community engagement and changed attitudes about drug driving
- Positive Police response to consultation regarding local enforcement strategies.

11.4 Driver Fatigue

The NSW driver fatigue program aims to reduce crashes by encouraging drivers and riders to take regular breaks and be aware of the signs of fatigue.

11.4.1 Background:

Fatigue is one of the leading behavioural contributors to the NSW road toll. Getting behind the wheel after 17 hours awake can have similar effects on driving performance as a person with a blood alcohol level of 0.05. Fatigue negatively impacts perception, alertness to hazards, cognitive processing, and movement. Performance is also affected by lapses in attention and micro sleeps.

In 2022, 35 people (13% of all fatalities) died in fatigue related crashes, a decrease of 18 from 2021. There were 1,350 people injured (including 512 seriously injured) in fatigue related crashes.. Over the period 2018-2022 the number of fatigue related fatalities continues a downward trend reducing from 67 to 35.

11.4.2 Strategic approach and objectives:

A safe systems approach using infrastructure (audio tactile markings), fatigue detection technology in vehicles and education is used to address fatigue. Currently there are no regulatory tools to address driver fatigue and Transport relies upon public education campaigns to achieve behaviour change. With a focus on self-regulation and a call to action to "Test Your Tired Self" drivers are encouraged to self-assess before driving, not just every two hours. With an increasing focus on shorter trips and identification of at-risk groups including shift workers and around local and regional issues there is an increasing need to engage with motorists, industry, and workplaces to encourage driver fatigue management strategies.

11.4.3 Current Transport programs and approach:

- Safer Roads Program – installation of wide centre lines, flexible barriers, audio tactile (rumble) line markings and sealed shoulders
- Focus on self-regulation – 'Don't Trust Your Tired Self' public education campaign to help drivers recognise the early warning signs of driver fatigue and to educate on tips to avoid driving tired
    - Campaign communications have created an association between driver fatigue and the attached risk by reframing the issue and anchoring the argument, so its importance is understood i.e., comparing the issue to driving under the influence of alcohol.
    - The campaign encourages self-analysis, placing the responsibility in drivers' hands, encouraging them to question current behaviours and providing strategies to avoid driving tired.
- Continue to remind drivers about the importance of a good night's sleep before driving
- Promote use of the Interactive Test – 'Test Your Tired Self' to test how tired you might be before you get behind the wheel and to identify the early warning signs of being tired
- Encouraging self-assessment before and during driving, not just every two hours
- Any trip, long or short, day or night, metro or regional – language shift from 'fatigue' to 'tired'
- Support for Driver Reviver sites which operate throughout NSW school/university holidays with places to take a break.

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11.4.4 Examples of RSO projects and engagements include:

- Public education and community engagements, supporting the TfNSW road safety marketing communications and engagements. Approved evidence-based materials are made available by TfNSW for these activities eg. CAL resources *(paid advertising is only for exceptional activity and must be approved)*
- As part of the Road Safety in Your Workplace program working with employers to distribute information, resources, and advice on driver fatigue issues to their staff; work in partnership to identify and promote other fatigue countermeasures such as the "Test Your Tired Self" app, emerging technologies to prevent fatigue related crashes.
- Working with tourism stakeholders to promote 24-hour truck stops, Driver Reviver sites including rest areas, local parks with amenities and other locations that are suitable for drivers to take breaks
- Identifying new locations or opportunities for the promotion of driver fatigue awareness and promotion of safe and attractive facilities and locations for drivers to take breaks during long journeys – opportunities include Free Cuppa for the Driver initiatives
- Promoting local Driver Reviver operations prior to and during peak holiday periods. Monitor sign posting and report problems to TfNSW and the State Co-ordinator (in consultation with region)
- Target high risk groups and their workers such as shift workers, seasonal pickers, harvesting workers, university students, new parents, carers etc who have fatigue management challenges
- Educating the community about local engineering projects designed to reduce the likelihood and severity of fatigue crashes e.g. Clear zone improvements, centre and roadside safety barriers and rumble strips
- Local media releases and promotions linking with regional and state-wide campaign strategies eg. 'Don't trust your tired self'.

11.4.5 Measures of success may include (depending on tools/activities used):

- Educational workshops successfully delivered, or staff fatigue management plans completed and implemented with local employers/businesses and council
- New locations or facilities for driver rest breaks implemented
- Success of media and promotions (such as media and social media coverage/reach, website visits, attendance at events)
- Success in communicating key messages (may be assessed by surveys, audience/participant feedback, observations, ad hoc feedback from stakeholders and community)
- Any data or feedback suggesting an increase in community engagement or changed attitudes about driving tired, and/or improved understanding about the importance of engineering projects to reduce the likelihood and severity of fatigue crashes

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11.5 Occupant Restraints and Child Car Seats

The restraints program aims to increase effective, correct, and compliant use of seatbelts and child car seats.

11.5.1 Background:

In a crash, a person who is not restrained by a seatbelt or a child restraint will continue to travel forward at the speed the vehicle was travelling until something stops them. This could be the steering wheel, dashboard, or windscreen. In some crashes, the person may burst through one of the windows and be partially or fully ejected from the vehicle, exposing them to other dangers. Wearing a seatbelt doubles the chance of survival and reduces the risk of injury in a road crash.

Although it has been compulsory to wear seatbelts in NSW since 1971, in 2022 there were 27 vehicle occupant deaths (11% of all fatalities) due to occupants not wearing an available restraint.

In 2022, the NSW Police Force issued 10,295 fines to drivers in NSW for vehicle occupants not wearing a seatbelt.

11.5.2 Strategic Approach and Objectives:

Penalties of fines and demerit points apply to drivers who do not wear a seatbelt or who fail to ensure their passenger/s use a seatbelt/s or an approved child car restraint suitable for their age and size. Passengers aged 16 years and older who do not use an available seatbelt can also be fined. Double demerit points also apply for non-use of seatbelts and restraints during all holiday periods.

As part of the 2026 RSAP, the NSW Government committed to using mobile phone detection cameras to also detect seatbelt offences. On 29 November 2023, legislation was passed to allow mobile phone detection cameras to also detect seatbelt offences. Mobile phone detection cameras will begin enforcing seatbelt offences from mid-2024.

11.5.3 Current Transport programs and approach:

- Education coupled with enforcement – promotion of the enforcement campaign, 'Stop it… or cop it', targeting non-use of occupant restraints
- Promote compliant seatbelt use among drivers and passengers, including heavy vehicle drivers, Aboriginal communities and on regional buses where fitted.
- Developing an awareness campaign to promote new legislation allowing mobile phone detection cameras to detect seatbelt non-compliance as well as education on the correct use of a seatbelt, the importance of wearing a seatbelt and offences attached to non-use and incorrect use
- Conduct an on-going child restraint testing program under the Child Restraint Evaluation Program (CREP)
- Promote the 'Child Car Seat' website that has information about more than 250 types of child restraints and booster seats
- Promote the correct selection and installation of child restraints through the distribution of information and resources to childcare centres, child related service providers, organisations, and immunisation clinics
- Promote the use of Transport authorised child restraint fitting services through parent and carer organisations e.g. Family Day Care, Preschools, Community Health, Local council free child car restraint inspection day

- Partner with The Wiggles to deliver child car seat safety messaging: 'Buckle up and Be Safe' because 'They're counting on you'
- Partnership with the school education sectors and promotion of the key road safety messages for families
- Road safety education specialists perform a vital function in supporting rural and regional schools and early childhood services through the upskilling of teachers, through professional development and by providing advice on road safety education teaching programs
- Partnership with Kids and Traffic, Macquarie University, to provide the Early Childhood Road Safety Education Program. This program works with early childhood services and families state-wide around all aspects of road safety for 0- to 5-year-olds, including child car restraints
- Partner with Kidsafe NSW and related stakeholders to provide accredited child car restraint training to staff of agencies that provide intervention support services to families, and to staff of community transport providers. The training is provided to organisations based in metropolitan and regional locations
- Partner with Revenue NSW and NSW Police working on a Child Car Restraint fines diversion program.

11.5.4   Examples of RSO projects and engagements include:

- Public education and community engagements, supporting the TfNSW road safety marketing communications and engagements. Approved evidence-based materials are made available by TfNSW for these activities eg. CAL resources *(paid advertising is only for exceptional activity and must be approved)*
- Promote the correct purchase and installation of child restraints through the distribution of information and resources (available in multiple languages on CAL) to childcare centres, child related organisations, immunisation clinics, hospitals, community centres, doctors' surgeries, Police Stations and Aboriginal and CALD communities
- Promote the enforcement campaign, 'Stop it… or cop it', targeting occupant restraint non-use in local activations which link back to the state-wide road safety enforcement campaign messages and schedule
- Educate the community that mobile phone detection cameras will soon be able to detect seatbelt offences
- Educate the community on the correct use of a seatbelt, the importance of wearing a seatbelt and offences attached to non-use and incorrect use
- Partner with Police to highlight non-restraint usage in identified PACs/LAC's and conduct restraint enforcement operation
- Promoting drivers' responsibility to ensure that all occupants wear appropriate and correctly fitted restraints
- Organise and/or promote child restraint fitting stations/days – via local health services, pre/post-natal clinics, retailers
- Promoting legal requirements and safety benefits of children using appropriate restraints for age and size, eg child car seat fitting days
- Promotion of the child car seats website and TfNSW authorised restraint fitters to parents and carers of children aged 0-7 years old
- Attend events such as family and children's exhibitions, field days, story time at the local library to promote restraint use and campaign 'They're counting on you'

- Media releases about local seat belt enforcement initiatives. Joint Council and TfNSW media releases will require approval by TfNSW
- Promoting initiatives in community languages as appropriate for the LGA
- Further promotion locally through local health services and pre/post-natal clinics
- Local media releases and (unpaid) promotions linking with regional and state-wide campaign strategies
- Promote restraint use among heavy vehicle drivers
- Promote restraint use among Aboriginal communities
- Promote use of restraints on regional buses where fitted.

11.5.5 Measures of success may include (depending on tools/activities used):

- Number of customers using TfNSW authorised child restraint fitting stations, including comparison with previous year's attendance (i.e. received via child restraints fitting days/vouchers issued)
- Percentage of car seats that required adjustment at fitting stations
- Success of media and promotions (such as media and social media coverage/reach, website visits, attendance at events)
- Success in communicating key messages (may be assessed by surveys, audience/participant feedback, observations, ad hoc feedback from stakeholders and community)
- Any data or feedback suggesting an increase in community engagement or changed attitudes about child car seats or seat belt use.

11.6 Distraction

The distraction program aims to raise awareness among all road users of the dangers of distractions, including mobile phone use.

11.6.1 Background:

In 2022, 10% of all driver involvements in fatal crashes involved an identified distraction. The largest distraction category was "distracted by something outside the vehicle" which represented 79% of all distractions. This category includes situations such as view obscured by parked vehicle/congested traffic and vision reduced due to rising/setting sun.

Driver distraction due to mobile phone use is an increasing road safety problem, heavily impacted by continual advances in mobile phone and related technology. International research has shown that mobile phone use increases the risk of a crash, with the greatest risk occurring in situations where drivers must look away from the road and or physically interact with their mobile phone. At 60km/h, a car travels 33 metres in two seconds; at 100 km/h it travels 55 metres.

In NSW during the period 2018-2022, there were 109 casualty crashes involving a driver/rider using a handheld mobile phone – resulting in 10 deaths and 75 injuries. Of those, 59 casualty crashes occurred in country NSW - resulting in 8 deaths and 44 injuries. However, the contribution of mobile phone distraction to road trauma is under-reported due to difficulties with obtaining conclusive evidence at crash scenes.

Findings from a recent Australian study[3] support this position, with 30% of drivers who had been involved in crash or near miss reporting the reason was due to mobile phone use.

Attitudinal research[4] shows while around 80% of drivers believe that talking on a mobile phone increases the risk of a crash, 64%[5] use a mobile phone while driving. In addition, 36% admit to using a hand-held phone while driving and 21% reported to using their mobile phone for other activities such as browsing the internet and taking photos etc. while driving.

Attitudinal research shows 83% of motorists who have seen the enforcement campaign for mobile phone detection cameras think there is a high-to-very high risk of having a crash if using a mobile phone while driving or riding.

In 2022, the NSW Police Force issued 12,905 fines to drivers in NSW for illegal mobile phone use. For the same period, 194, 800 camera detected fines were issued under the Mobile Phone Detection Program.

74% of the NSW community support the use of cameras to enforce mobile phone offences.

11.6.2 Strategic approach and objectives:

Effective enforcement and strong penalties provide a strong deterrence effect for mobile phone use.

On 17 September 2018, the Government increased the demerit point penalty for illegal mobile phone use from 4 to 5 points, resulting in a total of 10 demerit points during double demerit

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[3] Department of Infrastructure, Regional Development and Cities. (2018) *Community Attitudes to Road Safety – 2017 Survey Report*

[4] Department of Infrastructure, Regional Development and Cities. (2018) *Community Attitudes to Road Safety – 2017 Survey Report*

[5] Includes compliant hands-free mobile phone use

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periods. The increase in demerit points, combined with the minimum $352[6] fine ensures there is a significant deterrent for illegal mobile phone use. This builds on other initiatives undertaken by the NSW Government, including:

- In 2015, adding mobile phone offences in the double demerit point scheme.
- In 2016, increasing the demerit point penalty for mobile phone offences from three to four points (superseded by the 2018 change) and extended the mobile phone ban for novice drivers to include Provisional P2 licence holders.

On 1 March 2020 the Mobile Phone Detection Program began enforcing illegal use of mobile phones while driving or riding.

In addition to rules that limit mobile phone distraction, there are other distraction related road rules. These include:

- Requirements that motorists have proper control of their vehicle, do not drive with an animal in their lap or ride with an animal between them and their handlebars. The penalty for these offences is a $469 fine and three demerit points or if in a school zone $587 and four demerit points.
- Restrictions on driving with a visual display unit visible to the driver and a requirement that the driver have a clear view of the road. The penalty for these offences is a $352 fine and three demerit points or if in a school zone $469 and four demerit points.

11.6.3 Current Transport programs and approach:

- Mobile Phone Detection Camera Program to detect illegal phone use.
- Education coupled with enforcement – promotion of the campaigns 'Stop it… or cop it' targeting illegal mobile phone use
- Continue research to understand issues related to distraction for all groups
- Continue to work with Australian Road Rules Maintenance Advisory Group on reviewing road rules for mobile phones and other devices
- Improve data collection and enhance crash data to better understand contribution to road trauma
- Work with Police to strengthen enforcement of illegal mobile phone use
- Monitor in-vehicle devices that may have an impact on distraction
- Under the Graduated Licensing Scheme, restricting all mobile phone use from driving for novice drivers
- Partnership with the Sydney Swans to raise awareness of the dangers of illegally using a mobile phone when driving "Get your hand off it'. The partnership uses the power of sport through player appearances to call on fans to reconsider their 'always on' approach to social media to help get everyone home safely by not picking up and using their phone while driving. The Sydney Swans has a fan base of more than 1,345,000 (65% male to 35% female) which is the highest fan base in the AFL and across the four major football codes in NSW.

11.6.4 Examples of RSO projects and engagements include:

- Public education and community engagements, supporting the TfNSW road safety marketing communications and engagements. Approved evidence-based materials are made available by TfNSW for these activities eg. CAL resources *(paid advertising is only for exceptional activity and must be approved)*

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[6] Correct as of December 2022 – note, fines may increase. For latest information see Search offences and penalties | NSW Government

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- Public education to support police enforcement (mobile phone use)
- Local media releases and promotions linking with regional and state-wide campaign strategies
- Engagements with businesses to provide information, resources and advice on the Road Safety and Your Work: A Guide for Employers, including workplace mobile phone policies eg Road Safety and Your Work PowerPoint presentation
- Developing and promoting mobile phone policies (hands-free or no mobile phone use when driving) in conjunction with HR/Fleet departments of local businesses
- Promotion of mobile phone policies at council and with other key stakeholders eg. Chamber of Commerce, food delivery.
- Education on proper mounting of phones in vehicles, and total mobile phone ban for novice drivers
- Work with council stakeholders to manage impact of roadside advertising.

11.6.5 Measures of success may include (depending on tools/activities used):

- Educational workshops about distracted driving / distracted pedestrian issues successfully delivered with local employers/businesses, council and/or community groups
- Mobile phone policies developed and implemented with local employers/businesses or council
- Success of media and promotions (such as media and social media coverage/reach, website visits, attendance at events)
- Success in communicating key messages (may be assessed by surveys, audience/participant feedback, observations, ad hoc feedback from stakeholders and community)
- Any data or feedback suggesting an increase in community engagement or changed attitudes about mobile phone use or driver or pedestrian distraction/mobile phone use.

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11.7 Pedestrian Safety

The pedestrian safety program aims to increase the safety of pedestrians on and around the road by targeting pedestrians and motorists.

11.7.1 Background:

Pedestrians are vulnerable road users and in the event of a crash, unlike vehicle occupants, have no protection to shield them from the force of a crash. Therefore, pedestrian crashes often result in more severe outcomes. There are various factors which may contribute to pedestrian crashes across the network. This includes a growing population, ageing population and walking becoming a more popular mode of transport.

Pedestrians not only include those on wheelchairs and mobility devices, wheeled toys and those working on the road, but all road users. Walking is typically the key start and end point of any journey, such as journey in a vehicle or by bus. All road users are regular 'pedestrians' regardless of whether they connect their on-foot journeys with being 'a pedestrian'. Research also shows that risky and non-compliant pedestrian behaviours are widespread.

Safe speeds and speed compliance by drivers are critical to pedestrian safety. A pedestrian struck by a vehicle travelling at 40km/h has a 40% risk of death, compared to an 90% chance if struck at 50km/h[7]. Most pedestrian fatalities and serious injuries occur in 50km/h and 60km/h speed zones (51% and 25% respectively). Almost 33% of fatalities occur on higher speed roads with speed limits of 70km/h or higher. Serious injuries on higher speed roads are much less common, primarily due to the lower likelihood of surviving if hit at speed.

In 2022, pedestrian fatalities increased by 8 from to 41 in 2021 to 49 in 2022. Older road users are over-represented in the crash data. 55% of the pedestrians killed in 2022 were aged 60 years or more, yet only 23% of the population is represented by people of this age.

In 2022, a total of 893 pedestrians were hospitalised because of road crashes in NSW.

11.7.2 Strategic approach and objectives:

The approach to addressing pedestrian safety is informed by the pillars of the Safe System: safer roads, safer vehicles, safer speeds, and safer road users. The pedestrian program aims to improve pedestrian and driver behaviour to reduce pedestrian casualties.

Its objectives are:

- Ensure appropriate speed limits and infrastructure are in place in high pedestrian areas
- Improve drivers and pedestrians understanding of the vulnerability of pedestrians
- Increase pedestrian compliance with road rules
- Increase driver compliance with speed limits in high pedestrian areas, encourage drivers to be more vigilant of pedestrians on and around the road and drive accordingly.

Under the 2026 RSAP, and the priority area "creating safer country roads and urban places" there is a renewed focus on pedestrian safety. Key pedestrian safety actions under the plan include:

- Treat urban places and local streets with safety measures such as pedestrian crossing facilities and raised safety platforms, and safer speed settings particularly 30km/h and 40km/h zones.

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[7] Wramborg, P 2005, 'A new approach to a safe and sustainable road structure and street design for urban areas', Road safety on four continents conference, 2005, Warsaw, Poland, Swedish National Road, and Transport Research Institute (VTI), Linkoeping, Sweden.

- Further strengthen road safety information and campaigns to educate all road user groups, including pedestrians and bicycle riders, about their road safety responsibilities, safe passing distance rules, and how to better manage risks that can lead to casualty crashes in NSW.

11.7.3 Current Transport programs and approach:

- Red-light speed camera program to reduce driver speed and improve red-light compliance at high-risk intersections
- NSW Police Force Motorcycle Response Group to improve pedestrian compliance
- Promotion of the 'Be aware, cross with care' messages and 'Be Truck Aware' pedestrian safety campaign messages.
- Targeted communication initiatives, including 'On the road 65Plus', (soon to be rebranded as 'The Road Ahead'), Share the Road - see 3.9 (safe passing distance, shared pathways), and driveway safety
- Partnership with the school education sectors and promotion of the key road safety messages for families
- Increasing the number of 40km/h high pedestrian activity areas

11.7.4 Examples of RSO projects and engagements include:

- Public education and community engagements, supporting the TfNSW road safety marketing communications and engagements. Approved evidence-based materials are made available by TfNSW for these activities eg. CAL resources *(paid advertising is only for exceptional activity and must be pre-approved)*
- Identifying pedestrian crash areas around licensed premises, shopping areas and new developments etc. and work with the local community to implement appropriate countermeasures e.g. install LOBYSO decals. (**Note** – When available the expectation is the 'Be aware, cross with care decals' are maintained for the duration of the financial year (project plans will need to reflect removal and replacement costs for the year)). It is also expected that all 40km high-pedestrian access areas have 'Be aware, cross with care' decals.
- Working with council engineering and planning sections to implement pedestrian safety features on roads in high volume pedestrian areas
- Installation of Fresnel lenses on heavy vehicles, a low-cost solution to reduce blind spots along the side of the vehicle.
- Identifying high pedestrian activity areas with apparent need for 40 km/h speed limits and work with TfNSW to assess and develop proposals for consideration
- Other work to improve urban speed management which has the potential to improve pedestrian safety
- Promoting driver awareness of their responsibilities regarding pedestrians and their relationship to pedestrian safety
- Local media releases and promotions linking with regional and state-wide campaign strategies
- Promote pedestrian awareness of road risks and safe practices to increase their safety eg. LOBYSO stencil for markets, festivals etc
- Promote mobility scooter riders' awareness of their responsibilities regarding road rules and purchase of mobility scooters eg. Mobility scooter workshops.

11.7.5 Measures of success may include (depending on tools/activities used):

- Implementation or expansion of high pedestrian activity areas.
- Council implementation of pedestrian safety features (such as traffic calming, pedestrian refuges, and crossings, including for children, older and alcohol impaired pedestrians) on roads with high pedestrian volumes in the local road network

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- Any data or feedback suggesting an increase in community engagement or changed attitudes about pedestrian safety and the important role of lower speed limits.

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11.8 Motorcycle Safety

The motorcycle safety program aims to increase rider safety and reduce rider road trauma by promoting compliance with the road rules and safe riding practices, and by encouraging drivers to safely share the road with riders.

11.8.1 Background:

Motorcyclists are overrepresented in NSW road trauma. In 2022, motorcyclists accounts for 19% or road fatalities, while motorcycles only represented 4% or registered vehicles in NSW. While there has been a significant reduction in the overall road toll in NSW since 2000, the number of motorcyclists killed on our roads in the same period has remained relatively constant between 50 and 75 fatalities each year. In 2022, 53 motorcyclists died on NSW roads – of these, 51 were males.

Over the five-year period 2018 to 2022, 63% of motorcycle fatal crashes occurred in country areas of NSW. During the same period, 57% of motorcycle serious injury crashes occurred on road in the Metropolitan (Sydney, Newcastle, Wollongong) area.

Despite the mandatory requirement for motorcyclists to wear a helmet, in 2022 one motorcyclist was killed on NSW roads was not wearing a helmet and 77 motorcyclists injured were not wearing a helmet.

Novice riders, in particular learners, are more likely to be involved in a crash. Learner riders with one month of licence tenure are more than five times more likely to be involved in casualty crashes compared to learner riders with 12 months of licence tenure.

Compared to drivers, motorcycle riders are at greater risk of fatality or injury as they are less protected in a crash. Due to the inherent vulnerability of motorcycle riders and with the popularity of motorcycle riding continuing to grow in NSW, saving motorcycle riders' lives and preventing injuries is becoming an increasingly critical road safety challenge for Transport.

11.8.2 Strategic approach and objectives:

The behavioural program aims to reduce the number of motorcycle crash fatalities and the severity of injuries by reducing rider impairment and improving awareness, training, education, and regulatory measures. The program targets motorcyclists and motor vehicle drivers, given the contribution of motor vehicles to a large proportion of motorcycle crashes.

Transport has worked with the Australian Government to adopt the Global Standard for motorcycle anti-lock brake systems (ABS) as an Australian Design Rule, and from November 2019 new motorcycle models must have ABS fitted.

Under the 2026 RSAP priority areas 'increasing the safety of light vehicles, heavy vehicles and protective equipment' and 'ensuring the safety of vulnerable and other at-risk road users', key motorcycle safety priorities include;

- Assess the feasibility of an incentive program to increase the use of motorcycle protective equipment measures, and of mandating the use of protective boots and gloves for novice riders, to reduce serious injuries among motorcyclists.
- Investigate mandating motorcycle anti-lock braking systems as part of the Learner Approved Motorcycle Scheme for novice motorcyclists, to prevent wheel locking and increase motorcycle stability in near-crash situations.

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- Promote information to encourage safer consumer choices for new and used vehicles, and work with retailers to increase uptake of the safest motorcycle protective clothing, child restraints and motorcycle helmets.
- Deliver enhancements to the motorcycle Graduated Licensing Scheme (GLS) to improve motorcycle safety outcomes, including consideration of:
  - Licensing requirements and restrictions consistent with best practice
  - Expanding the reach of and access to mandatory rider training
  - Other training and assessment enhancements including instructor skill development.

11.8.3 Current Transport programs and approach:

- Community education – continued evolution of the 'Ride to Live' and 'Roads We Ride' campaigns (including messaging for novice and scooter riders)
- Community engagement – continued support of Motorcycle Awareness Month and other stakeholder initiatives. Transport is a sponsor of Motorcycle Awareness Month led by Motorcycle Council of NSW each October, which aims to reduce the number of motorcycle crashes and improve safety for riders and other road users
- Furthering research and understanding of motorcycle crash risks – including fatigue and ongoing attitudinal research
- Testing motorcycle protective clothing and helmets promotion of the safest gear as well as promotion of these programs to educate riders
- Evaluation of the Motorcycle Graduated Licensing Scheme
- Encouraging motorcyclists to improve hazard perception and manage risks by visiting the "Ride to Live" website

11.8.4 Examples of RSO projects and engagements include:

- Public education and community engagements, supporting the TfNSW road safety marketing communications and engagements. Approved evidence-based materials are made available by TfNSW for these activities eg. CAL resources *(paid advertising is only for exceptional activity and must be approved)*
- Promotion of the 'Ride to Live' website
- Promote use of MotoCAP – the Motorcycle Clothing Assessment Program so riders can make informed decisions about the effectiveness of protective clothing and helmets.
- Engage with motorcyclists to provide road safety education including improving hazard perception, managing risks, and promoting safety benefits of protective clothing and helmet use etc.
- Community engagement activities to support Motorcycle Awareness Month and organised motorcycle ride events
- Local media releases and promotions linking with regional and state-wide campaign strategies – e.g. local media releases to target a specific group and time of year (e.g. older males, warmer months)
- Identifying local crash sites, investigating the problem, and implementing targeted countermeasures in partnership with engineers
- Working with NSW Police on motorcycle safety enforcement strategies eg. Community Engagement at popular motorcycle rest areas, cafés etc.
- Working with local riders to help identify hazards / issues that can be addressed
- Increasing awareness of key crash times on recreational motorcycle routes (e.g. mid-afternoon, weekends)

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11.8.5 Measures of success may include (depending on tools/activities used):

- Hazards and high-risk areas identified, and countermeasures implemented
- Number of locations/local motorcycle groups that have received community education material.
- Motorcycle-targeted enforcement strategies developed and implemented with NSW Police
- Success of media and promotions (such as media and social media coverage/reach, website visits, attendance at events)
- Success in communicating key messages (may be assessed by surveys, audience/participant feedback, observations, ad hoc feedback from stakeholders and community)
- Any data or feedback suggesting an increase in community engagement or changed attitudes about motorcycle safety or the use of protective clothing.

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11.9 Bicycle Safety

The bicycle safety program aims to reduce the incidence and severity of crashes involving bicycle riders throughout NSW by promoting cycling compliance with the road rules and safe riding practices, and by encouraging drivers to safely share the road with cyclists.

11.9.1 Background:

In 2022 there were eight bicycle riders killed, a 11% decrease from 2021. While they represent a comparatively small proportion of the total annual fatalities on NSW roads, bicycle riders are a vulnerable road user group, and are more susceptible to serious injury than more protected vehicle occupants.

In 2022, 1,700 bicycle riders were hospitalised from road crashes in NSW. At 18% of all hospitalisations, this was the third largest road user group after drivers and motorcyclists.

A significant proportion of bicycle rider crashes in NSW are not reported to Police as is highlighted by the discrepancy in bicycle rider serious injures between matched and unmatched data. Current crash analysis does not provide a full assessment of the extent of bicycle rider injuries on NSW roads.

Detailed analysis of current crash data shows that bicycle casualties are concentrated in metropolitan areas (greater Sydney, Newcastle, and Wollongong), and casualty crashes typically involve interaction with other road users, most frequently motorists. While bicycle fatalities largely occur mid-block and on roads with a speed limit above 60km/h, injuries are most prevalent at intersections and on lower speed roads.

Helmet non-use by bicycle rider is also a significant issue, 26 bicycle riders were seriously injured in 2021 were not wearing a helmet. There were no fatalities in 2022 relating to helmet noncompliance. Research[8] involving 64,000 injured bicycle riders found helmet use was associated with about a 50% reduction in head injuries of any severity, about a 70% reduction in serious head injuries and 65% reduction in fatal head injuries.

Over the past four years there has also been a substantial increase in food delivery bicycle riders (along with motorcycle riders) in NSW. Crash data for 2020 – 2022 (inclusive) shows that food delivery bicycle riders were involved in 49 casualty crashes. During this period, three food delivery bicycle riders were killed and 42 were injured (of which 12 were seriously injured). SafeWork NSW research into delivery riders indicates there is a general lack of knowledge around Work Health and Safety (including road safety) practices.

Influencing bicycle rider's non-compliance of cycling related road rules is due to some apathy and lack of knowledge. While enforcement is an effective deterrent, most bicycle riders have a broad-based view that Police do not actively enforce them.

Driver behaviour toward bicycle riders and a lack of awareness of bicycle riders also contributes to cycle injuries and fatalities. Some drivers report disregarding basic road rules that keep bicycle riders safe.   Attitudinal research found that almost one driver in four (24%) reported 'rarely' or 'never' checking for bicycle riders before opening their car door, and almost one in five (17%) reported 'rarely' or 'never' checking for bicycle riders before backing out of a driveway.

In 2013, Transport conducted customer research to explore the barriers to uptake of cycling as a transport mode. Increasing the mode share of cycling for transport is a key aim of the NSW Government's Future Transport 2056, and Sydney's Cycling Future plan. The research found that

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[8] Olivier. J & Creighton, P. (2017) *Bicycle injuries and helmet use: a systematic review and meta-analysis.* International Journal of Epidemiology.

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safety was a key barrier to adopting cycling for transport, and around 45% of respondents were less confident riding in the road environment.

11.9.2   Strategic approach and objectives:

Under the 2026 RSAP priority areas 'creating safer country roads and urban places' and 'ensuring the safety of vulnerable and other at-risk road users', key bicycle safety priorities include:

- Further strengthen road safety information and campaigns to educate all road user groups, including pedestrians and bicycle riders, about their road safety responsibilities, safe passing distance rules, and how to better manage risks that can lead to casualty crashes in NSW.
- Continue to engage industry and employers of food delivery riders to support them to ensure optimal safety outcomes for delivery riders.

11.9.3   Current Transport programs and approach:

- Reforms that introduced new rules and increased fines for:
  - drivers not giving bicycle riders at least 1 metre of space when passing
  - new penalties to riders who behave dangerously and break the law
  - Food Delivery Rider platforms to ensure food delivery riders are provided with high-visibility personal protective equipment, including retroreflective outer clothing and delivery bags; and induction training to ensure that food delivery riders are trained before delivering food or drink (Work Health and Safety Amendment (Food Delivery Riders) Regulation 2022) Minimum passing distance (MPD) rules.
- The cycling safety campaign 'Share the Road', was developed to target both drivers and bicycle riders to increase mutual respect between road users and provide guidance for drivers and bicycle riders to help improve rider safety including further raising awareness about MPD and other cycling-related road rules (e.g., helmet wear). This campaign replaces the 'Go Together' campaign.
- Research to understand the attitudes, knowledge and self-reported behaviours of NSW bicycle riders and drivers' attitudes towards bicycle safety
- Work with Active Transport to improve safety and increase confidence of bicycle riders
- Publishing resources, such as the Bicycle Rider Handbook, to ensure bicycle riders have the most up to date information on road rules and best practice. An updated version of the Bicycle Rider Handbook will be available in 2024.
- Providing content on the CRS website targeting drivers about how they can help keep bicycle riders safe on our roads. The page includes information on the minimum passing distance rule, as well as various best practice tips to share the road safely.
- Promoting bicycle safety through paid and organic social media posts throughout the year on the NSW Government's Road Safety Facebook page.
- Developing a suite of content (including fact sheets, FAQs, flyers, industry toolkits for platforms, and social media posts as well as a webpage developed for food delivery riders.
- Work with industry to increase the safety of delivery riders. Note Safe Work NSW recently enacted the Work Health and Safety Amendment (Food Delivery Riders) Regulation 2022 requiring food delivery rider platforms to supply a food delivery rider with:
  - high-visibility personal protective equipment, including a retroreflective outer clothing item and a bag or container for safely transporting food or drink,

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- induction training and verification when the training is successfully completed to ensure that the food delivery rider is trained before delivering food or drink.
- Partnership with the school education sectors and promotion of the key road safety messages for families
- Development of communications educational toolkit to schools to support key road safety messages for children and families.

11.9.4 Examples of RSO projects and engagements include:

- Public education and community engagements, supporting the TfNSW road safety marketing communications and engagements. Approved evidence-based materials are made available by TfNSW for these activities eg. CAL resources *(paid advertising is only for exceptional activity and must be approved)*
- Identify local bicycle safety problems in consultation with cycling stakeholders eg. hazard mapping for Council maintenance planners.
- Promoting use of protective gear i.e. bicycle helmets, high visibility clothing etc. by holding bicycle safety workshops. Additional content and assets to support promotion and delivery of workshops will be developed in early 2024. E+E have approved designs for high value merchandise (vests, backpacks etc), and artwork will be provided based on project approval. Distribution of merchandise at events should be linked to an engagement activity such as a bicycle safety quiz. Purchase of bicycle helmets will not be funded
- Promoting the use of Cycleway finder, a database of cycleway infrastructure located throughout NSW, for cyclists to plan the safest route using quieter streets, bicycle paths or shared paths; and Trip planner, which plans safer cycling routes taking traffic into consideration.
- Local media releases and promotions linking with regional and state-wide campaign strategies eg. Ride Safely to School Day, Ride to Work Day.
- Promoting the safe use of shared paths.
- Promoting the minimum passing distance rule and positive driver attitudes in sharing the road with all road users.
- Audit shared paths and cycleways and use findings to develop safety improvement (e.g. Safer Roads infrastructure nomination).
- Distribute Transport approved cycling information and resources to bicycle retailers
- Promote 'Share the Road' campaign and "Go Together' to ensure both drivers and bicycle riders are aware of their mutual road safety responsibilities. Continue awareness of MPD rule . An approved floor mat design to demonstrate MPD is available from E+E on request.

11.9.5 Measures of success may include (depending on tools/activities used):

- Bicycle risk areas identified, and targeted countermeasures implemented with Council engineering and planning sections
- Observed percentage of bicycle riders wearing helmets (e.g. before and after targeted local campaigns)
- Number of community events held to promote safe cycling
- Bicycle safety enforcement strategies developed with NSW Police
- Success of media and promotions (such as media and social media coverage/reach, website visits, attendance at events)
- Success in communicating key messages (may be assessed by surveys, audience/participant feedback, observations, ad hoc feedback from stakeholders and community)

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- Any data or feedback suggesting an increase in community engagement or changed attitudes about bicycle safety.

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11.10 Heavy Vehicle Safety

The NSW heavy vehicle safety program aims to reduce heavy vehicle road crashes by educating heavy vehicle operators about the risks of speeding, fatigue, drug driving and not wearing seatbelts, and educating other road users in safely sharing the roads with heavy vehicles.

11.10.1 Background:

Crashes involving heavy vehicles are often very serious because of their size and weight, regardless of who is at fault.

After more than halving the number of fatalities from crashes involving heavy vehicles from 133 in 2002 to 55 in 2013, the number of fatalities has remained relatively steady since, and has dropped to 45 fatalities in 2022.

Although heavy vehicles represented only 3%[9] of registered motor vehicles in NSW in 2022, heavy vehicles were involved in 16% of fatal crashes.

In 2022, 71% of fatal crashes and 47% of serious injury crashes involving a heavy vehicle occurred in country areas.

Speeding is the most prevalent behavioural factor for heavy vehicle drivers. From 2018 to 2022, 13% of heavy vehicle drivers involved in fatal crashes and 10% of heavy vehicles drivers involved in serious injury crashes were speeding.

From 2018 to 2022, 13% of heavy vehicle driver fatalities and 3% of heavy vehicle driver serious injuries were unrestrained at the time of the crash.

From 2018 to 2022, 7% of heavy vehicle drivers involved in fatal crashes and 6% involved in serious injury crashes were fatigued.

For other road users, NSW attitudinal research indicates that around 40% of all road users do not know where a heavy truck's blind spots are. Drivers aged 17-39 years were also more likely to take greater risks driving around heavy trucks, such as cutting in front of heavy trucks and overtaking a truck while it is turning.

A national survey also found while over three-quarters of current drivers (79%) always allow extra space when overtaking or merging in front of heavy vehicles, the proportion of drivers with provisional licences who always do so was significantly lower (62%).

11.10.2 Strategic approach and objectives:

Under the 2026 RSAP priority areas 'increasing the safety of light vehicles, heavy vehicles, and protective equipment' key heavy vehicle safety priorities include:

- Support and advocate the mandatory introduction of the following life-saving vehicle technologies entering the Australian vehicle market by 2023. In all new heavy vehicles: front, side, and rear underrun, improved direct and indirect vision, blind spot monitoring, lane keep assist, more advanced autonomous emergency braking, and intelligent speed assistance.
- Enhance fleet procurement and management policies for NSW Government contractors, and influence policies of Industry partners and local councils, to include requirements for light commercial and heavy vehicles as well as driver monitoring system requirements

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[9] https://www.transport.nsw.gov.au/operations/roads-and-waterways/corporate-publications/statistics/registration-and-licensing-1 - q2 2022 HV 209,535 Total v 7,019,899

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for all vehicles Deliver a new heavy vehicle safety strategy and partnerships with the heavy vehicle industry to improve safety of the freight task across NSW.

- Continue to support the Construction Logistics and Community Safety – Australia (CLOCS-A) Program to manage the risks of increased construction vehicle movements and their interactions with vulnerable road users, such as pedestrians and bicycle riders.

Key actions relating to heavy vehicles include the expansion of the heavy vehicle average speed camera program to 36 enforcement lengths, and a partnership with the heavy vehicle industry to increase safety features in the fleet and enhance integration of fleet safety into heavy vehicle policy.

CRS works with other NSW Transport clusters and the National Heavy Vehicle Regulator to regulate all vehicles over 4.5 tonnes with the aim of providing major productivity gains for Australia, reduce the compliance burden on heavy vehicle transport, reduce duplication and inconsistencies, improve road safety, and introduce national harmonisation with one national law.

The 'Be Truck Aware' campaign was developed to highlight the importance of taking extra care around trucks.

Transport has entered into a Memorandum of Understanding agreement for the Construction Logistics and Community Safety - Australia (CLOCS-A) to form a relationship to work towards improving road safety and the operational efficiency relating to the logistics of the construction of infrastructure projects.

11.10.3 Current Transport programs and approach:

- Support the National Heavy Vehicle Regulator (NHVR) safety initiatives and NSW regulatory services, which maintains and improves safety standards on the NSW road network
- Improve heavy vehicle compliance through targeted enforcement
- Working with Industry and Associations to improve safety and chain of responsibility
- Average speed cameras have targeted heavy vehicle speeding since 2010. There are currently 29 average speed camera enforcement lengths on major freight routes covering over 750km of NSW roads. The heavy vehicle average speed camera program is currently being expanded into metropolitan areas.
- 'Be Truck Aware' public education campaign - at a state-wide level targeting light vehicle drivers and at high-risk metro areas targeting vulnerable road users affected by construction. Campaign focuses on the unique risks (awareness), rules (awareness) and safety recommendations (behavioural) that apply to road user interactions with heavy vehicles.
- Attitudinal research into heavy vehicles drivers
- Investigating use of technology to improve heavy vehicle road safety.
- Promote the uptake of safer heavy vehicle technologies and features. Safety features and technologies for heavy vehicles 2020 (nsw.gov.au)
- Development of the CLOCS-A standard requirements, which aims to streamline construction project standards by establishing a nationally consistent framework that can be referred to by industry
- Promote the Cooperative Intelligent Transport Unit (CITI) technology - Australia's first testing facility using connected vehicle technology.

11.10.4 Examples of RSO projects and engagements include:

- Public education and community engagements, supporting the TfNSW road safety marketing communications and engagements. Approved evidence-based materials are made available by TfNSW for these activities eg. CAL resources *(paid advertising is only for exceptional activity and must be approved)*
- Support heavy vehicle enforcement eg. community engagement with NHVR
- Consulting with operators on road safety problems
- Identify and address local heavy vehicle issues
- Work with specific industries such as farmers during harvest season; livestock haulage at saleyards - to raise awareness about heavy vehicle issues
- Deliver toolbox talks (presentations) to with heavy vehicle operators and their staff – especially around fatigue, speed, drugs, restraint use and load management. To support this activity, a new Heavy vehicle workshop will be available for delivery in 2024/25.
- Community engagement - setting up and talking to the Be Truck Aware display at local community events (e.g truck meet, Agricultural Shows)
- Promote 'Be Truck Aware' campaign messaging and pavement stencils within local councils eg. Around worksites.
- Holding annual Heavy Vehicle forums
- Promote 'Be Truck Aware' safety messages about driving/riding/walking around heavy vehicles to all road users including activations at heavy vehicle forums and other events.
- Consulting with local heavy vehicle operators and TfNSW regional offices to:
  o Encourage operators to implement safe driving policies to increase seat belt use and to reduce driver fatigue, drug use and excessive speeding
  o Educate drivers about the risks of drug driving and driving while fatigued, including the issue of sleep disorders
  o Encourage operators to assist drivers to implement personal driver fatigue management plans
  o Ensure operators and drivers are aware that they are subject to legal requirements relating to chain of responsibility provisions, workplace safety legislation and fatigue law
  o Promote the Fresnal lens initiative at community events, toolbox talks and industry engagements.

11.10.5 Measures of success may include (depending on tools/activities used):

- Consultations held with local heavy vehicle operators and TfNSW regional offices, and changes in safety policies and practices implemented as a result
- Local heavy vehicle safety issues identified, and actions implemented to address the issues identified
- Success of education, media, and promotions (such as media and social media coverage/reach, website visits, attendance at events)
- Success in communicating key messages (may be assessed by surveys, audience/participant feedback, observations, ad hoc feedback from stakeholders and community)
- Any data or feedback suggesting an increase in engagement by the community or heavy vehicle drivers and operators or changed attitudes about heavy vehicle safety.

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11.11 Aboriginal Road Safety

Aboriginal road safety projects aim to increase the knowledge and understanding of road safety issues among Aboriginal people and their communities to reduce the incidence of trauma. Licensing projects also improve social inclusion and economic participation.

11.11.1 Background:

As at 30 June 2021, the estimated resident population of Aboriginal and Torres Strait Islander (ATSI) people in NSW was 339,710, representing 4% of the total NSW population and 35% of the total ATSI population of Australia.

The median age of the NSW Aboriginal population in 2021 was 23.4, compared with 39.2 for the non-Aboriginal population. About half (53%) of the Aboriginal population was aged 25 years and under, compared with 29% of the non-Aboriginal population.

In 2022, 26 Aboriginal people died and 595 were seriously injured on NSW roads.

In 2021, the NSW LGAs with the most Aboriginal people was Central Coast, followed by Blacktown, Lake Macquarie, Penrith, Dubbo Regional, Tamworth Regional, Campbelltown and Newcastle. The top five areas with the greatest proportion of Aboriginal people were Brewarrina, Central Darling, Coonamble, Bourke, and Walgett[10].

Aboriginal people are more likely to face barriers to completing the Graduated Licensing Scheme pathway because of limited access to supervising drivers, roadworthy vehicles and other supports, and are underrepresented in obtaining a drivers licence. Many road safety factors are also disproportionately higher for Aboriginal people compared to other road users, including: illegal blood alcohol, fatigue, speeding, restraint non-use, unauthorised driving, and unregistered driving.

11.11.2 Aboriginal road user data

Over a five-year period from 2018 to 2022, 6,342 Aboriginal people died or were injured on NSW roads. Of those, 119 died and 3,044 were hospitalised with serious injuries, representing half of all Aboriginal people who died or were injured.

Over the five-year period from 2018 to 2022, 3,163 Aboriginal people died or were seriously injured (matched and unmatched) on NSW roads. A breakdown of these serious casualties reveals:
- those aged and 26-39 comprising 25% each of the serious casualties, ages 17-25 at 24% and 40-59 years olds a further 23% of the serious casualties
- Drivers were the largest road user group (33%), followed by motorcyclists (25%), pedal cyclists (15%), passengers (14%) and pedestrians (8%).

A comparison between Aboriginal and non- Aboriginal drivers or motorcycle riders who were serious casualties demonstrated a higher proportion in:
- an illegal level of alcohol (13% compared with 8%)
- an illicit drug present (7% compared with 3%)
- speeding (31% compared with 26%)
- fatigue (17% compared with 13%)

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- unauthorised to drive/ride (motorcycle) (16% compared with 6%)
- driving/riding an unregistered vehicle/motorcycle (8% compared with 4%).[10]

The below provides an overview of areas with the highest number of Aboriginal road trauma between 2018 and 2022 by Local Government Area:

LGA	Road Trauma
Central Coast	202
Lake Macquarie	132
Blacktown	129
Dubbo Regional	113
Tamworth Regional	103
Mid-Coast	95
Newcastle	88
Penrith	87
Canterbury-Bankstown	87
Wollongong	82

*Matched data only included; fatalities, and serious and moderate injuries.

^**Data for internal use only, not for further distribution or use**.

11.11.3 Strategic approach and objectives:

The 2026 RSAP has activities to address Aboriginal over-representation in road trauma. The 2026 RSAP outlines increased access to licensing, safe and legal driving, and improved social outcomes by expanding support and mentoring programs for disadvantaged people. The plan also outlines the development and implementation of an Aboriginal community engagement and capacity building program to support road safety in NSW Aboriginal communities. Community engagement and educational programs for disadvantaged communities helps to raise awareness and understanding of road safety and the road rules. Collaboration is key and it is about understanding that not one size fits all.

A NSW Aboriginal Driver Licensing Interagency Committee is co-chaired by Transport for NSW (Director Strategic Policy and National Reform) and the Department of Communities and Justice (Dep Sec, Transforming Aboriginal Outcomes). The terms of reference commit the interagency to:

- Develop an agreed whole-of-government approach with policy, programs, funding, and targets to improve the rates of Aboriginal driver licensing across NSW
- Be accountable to the Co-Chairs for providing subject matter expertise to implement the Interagency strategic work program.
- Progress cross-agency initiatives and identify opportunities for collaborative projects between agencies.

The 2026 RSAP has activities to address this over-representation. Community engagement and educational programs for disadvantaged communities helps to raise awareness and understanding of road safety and the road rules. Collaboration is key and it is about understanding that not one size fits all.

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[10] NSW crash data (2018 - 2022). Identification of Aboriginality is defined from Health Data (Admitted Patient Data Collection and Emergency Department Data Collection), NSW Ambulance Patient Health Care Record, CRS CrashLink and ABS Cause of Death records and is defined using a Ministry of Health algorithm.

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11.11.4 Specific conditions for project development and implementation

After discussion with the TfNSW LGRSP manager, council officers are advised to contact the TfNSW regional Aboriginal Engagement Specialist and council's Aboriginal Community Development Officer prior to planning a project targeting Aboriginal communities to seek input into project planning, development and implementation for Aboriginal people in their area.

11.11.5 Current TfNSW programs and approach:

The Aboriginal Engagement team delivers bespoke Aboriginal road safety projects and programs with community organisations, including:

- Child Restraint Partnerships
- Bike/ Scooter/ Skateboard Safety Programs
- Wear a helmet instead of a fine
- Good Sports/ Plan B/ Drink Drive program
- Stakeholder Community Engagement/ Knockout
- Program management of the Driver Licensing Access Program

Road Safety Partnerships have several programs and initiatives aimed at Aboriginal road safety:

- AFL NSW/ACT Indigenous Youth Leadership Program funded by TfNSW supports leadership, player development and educates young Aboriginal and Torres Strait Islander youth, aged 13 to 15 years from various communities across NSW about road safety. Watch Indigenous Youth Leadership Program in action
- Get Licenced, Get Legal, Get Work (GLGLGW) training resource is supported by a student workbook and a teachers guide. The education activities in the resources helps to reinforce and test knowledge of the Road User Handbook and to develop the participants with literacy and numeracy skills. The course resource is delivered by the Driver Licensing Access Program (DLAP) service providers and other support service providers to help people with low literacy and numeracy to understand the Road User Handbook and commence the Graduated Licensing Scheme (GLS) by passing the Driver Knowledge Test (DKT). This resource may be available to non-DLAP service providers via an Expression of Interest to be delivered using a Licence Deed arrangement.
- Kidsafe NSW is funded by TfNSW to conduct child car seat information sessions to deliver subsidised accredited training in properly fitting child car restraints to intervention support services such as health professionals working at child and family health centres.
- Engagement with Aboriginal communities and sporting clubs through the funding partnership with Goodsports to help address and build awareness on drink driving and mental health through community sports.
- Each year, TfNSW support many Aboriginal community events where we promote road safety, driver licensing and Aboriginal employment opportunities. This includes larger Aboriginal community events such as the NSW Koori Knockout, Yabun Festival and Cooee Festival
- Helmet exchange - swapping an old helmet for a new helmet instead of getting a fine.
- Bicycle and scooter safety engagement to provide awareness and education.
- Community Road Safety Grants available to community groups and charity/not-for-profit organisations to improve road safety in their local community.

TfNSW delivers road safety messages to connect with Aboriginal people. The overarching road safety message targeted to Aboriginal people is to 'Bring the mob home safely', which is used

through many of our existing campaigns and targeted communications. [Watch - Be safe on our roads and bring the mob home safely](#).

[The Driver Licensing Access Program (DLAP)](#) was developed to assist Aboriginal and other disadvantaged people to overcome barriers (such as completing the required 120 hours of supervised driving), obtain their driver licence and remain safe and legal drivers. DLAP is also available to people over 25 years.

11.11.6 Examples of RSO projects and engagements include:

- Public education and community engagements, supporting the TfNSW road safety marketing communications and engagements. Approved evidence-based materials are made available by TfNSW for these activities e.g. CAL resources *(paid advertising is only for exceptional activity and must be approved)*
- Promote the Driver Licensing Access Program (DLAP) and Get Licensed, Get Legal, Get Work (GLGLGW) to local Aboriginal communities.
- Consulting in partnership with Aboriginal communities to determine road safety priorities and appropriate Aboriginal community led responses
- Developing partnerships with Aboriginal communities, agencies, and community groups to implement positive and practical road safety projects. Building relationships with Transport, Police and Hospitals is key to supporting communities.
- Review existing projects in other areas to assess suitability for expansion to Aboriginal people, noting not one size fits all.

Promoting TfNSW road safety social media content with stakeholders and providing encouragement to reshare through their channelsEnsure the location of any project delivery is supported by data.11.11.7 Measures of success may include (depending on tools/activities used):

- Number of working relationships or partnerships established with Aboriginal communities, agencies, and community groups
- Number of consultation activities held with Aboriginal communities to determine road safety priorities and appropriate Aboriginal community led responses
- Success of Aboriginal community targeted education/engagement
- Number of media and promotions (such as media and social media coverage/reach, website visits, attendance at events)
- Success in communicating key messages (may be assessed by surveys, audience/participant feedback, observations, ad hoc feedback from stakeholders and community)
- Any qualitative and quantitative data or feedback suggesting an increase in engagement by Aboriginal community members around road safety.

11.12 Older Road User Safety

The older road users program seeks to increase the safety of older pedestrians, riders, drivers, and passengers who are overrepresented in fatal crashes across all road user groups.

11.12.1 Background:

Research suggests that the impact of ageing on physical and cognitive functioning can influence driving performance, and performance declines as age increases.

While there are many individual differences in the ageing process, even relatively healthy older adults are likely to experience declines in sensory, cognitive, and motor skills to some degree.

Older drivers are over-represented in fatal crashes on NSW roads. In 2022, elderly drivers (age 70+ years) accounted for 25% of all road fatalities in NSW. Over the 5-year period 2018-2022, there was a 14% increase in elderly driver fatalities, from 28 in 2018 to 32 in 2022. As noted in the 'pedestrian' safety section (see section 11.7), of the 49 pedestrian fatalities in 2022, 55% were aged 60 years or more.

The growth of driver licences for this age group has increased - from 31 December 2018 to 31 December 2022 there was an increase of 10% for the 60 to 74 age group, 29% for the 75 to 84 age group and 26% for the 85 plus age group.

Vehicle choice is particularly important for older drivers as they have a higher risk of sustaining a serious injury in a crash due to the normal physiological declines experienced with ageing. For example, people aged over 80 years are five times more likely to sustain a fatal injury in a crash compared to people aged 50 years.

11.12.2 Strategic approach and objectives:

The road safety challenge is to ensure the older driver licensing system supports active lifestyles of older people while decreasing the risk of crashes and maintaining road safety of all road users.

In March 2015, Transport developed the "On the road 65Plus', (soon to be rebranded as 'The Road Ahead'),' booklet and website content to provide advice and safety tips for people in NSW aged 65 or over to help make safer choices when driving, riding, walking, using a mobility scooter or catching public transport. This resource also explains the NSW older driver licensing system, including information for those who want or need to transition from full-time driving to other transport options and promotes helping seniors stay independent and safe as they get older.

Transport seeks to ensure that mobility and access for older road users is maintained to continue their independence. CRS is also working within Transport and with other NSW agencies to progress road safety related actions from the NSW Ageing Strategy.

Under the 2026 RSAP priority area 'ensuring the safety of vulnerable and other at-risk road users' the key priorities targeting older road users include:

- Develop an integrated online road safety education resource for older road users to:
  - o Integrate the Older Driver Decision Making Tool with a range of related resources to support older road users, their families/carers and health practitioners to make informed decisions about driving safely and transitioning from driving
  - o Enhance communication and education about motorised mobility scooter safety
  - o Improve linkages to resources and programs in other agencies that support safe transport and road safety outcomes.

11.12.3 Current Transport programs and approach:

- Deliver targeted communications and education – 'On the road 65Plus' (soon to be rebranded as 'The Road Ahead').
- Developing integrated communications about licensing, safer transport and health factors and driving for older road users, their family/carers, and the medical network
- Provide convenient, safe convenient transport options for older people
- Improve mobility scooter safety
- Review driver licensing for older drivers
- Publication and promotion of Used Car Safety Ratings 2023 targeted at older drivers
- Development and promotion of The Decision Aid for Older Drivers in partnership with the University of Wollongong.

11.12.4 Examples of RSO projects and engagements include:

- Public education and community engagements, supporting the TfNSW road safety marketing communications and engagements. Approved evidence-based materials are made available by TfNSW for these activities eg. CAL resources *(paid advertising is only for exceptional activity and must be approved)*
- Local media releases and promotions focused on road safety linking with regional and state-wide campaign strategies targeted to older road users and relevant issues – e.g. Seniors Week
- Delivery of workshops addressing road safety issues for older drivers "On the road 65Plus' (soon to be rebranded as 'The Road Ahead')
- Delivery of workshops addressing pedestrian safety (Walking Safely) and partnering with NSW Health to deliver "Stepping On" workshops
- Promote mobility scooter riders' awareness of their responsibilities regarding road rules and purchase of mobility scooters eg. Mobility scooter workshops
- Identification of hazards on pedestrian routes frequently used by older pedestrians and development of countermeasures
- Promote the benefits of safer vehicle choices to older drivers, referring to Used Car Safety Ratings 2023 and the Australasian New Car Assessment Program (ANCAP)
- Promote The Decision Aid for Older Drivers with health professionals, clinics, volunteer groups etc.

11.12.5 Measures of success may include (depending on tools/activities used):

- Hazards identified on pedestrian routes frequently used by older pedestrians and countermeasures implemented
- Success of older road user workshops, media, and promotions (such as attendance at workshops, media and social media coverage/reach, website visits)
- Success in communicating key messages (may be assessed by surveys, audience/participant feedback, observations, ad hoc feedback from stakeholders and community)
- Any data or feedback suggesting an increase in engagement or changes in attitudes by older road users.

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11.13 Safety Around Schools

11.13.1 Background:

The NSW Government has a strong focus on improving school zone safety and visibility. Providing a safe road environment for students adjacent to school premises is paramount. School zones and children's crossings and other school safety treatments are intended to protect children on their journey to and from schools at the times and places where they are most often found in higher numbers.

An Auditor General's investigation considered the effectiveness of school zones in NSW and found they were associated with:

- Around 30% reduction in all casualty crashes
- Almost 50% reduction in child pedestrian (aged 5 to 16 years) casualties.

11.13.2 Strategic approach and objectives:

More than one million school students travel to and from school each day in NSW, and children's road safety is one focus of working towards zero.

Children are particularly vulnerable road users, as they are smaller in size and may be less predictable within the road environment. Primary school and high school students can face different risks, with younger children being less experienced and developmentally unaware of the risks around roads, and older children being more prone to risk-taking behaviours.

NSW applies consistent, high visibility and priority road safety treatments to reduce the likelihood and severity of crashes, particularly with vulnerable road users, within NSW school zones.

The NSW government has implemented a safe system within school zones, where a maximum 40km/h (and in some cases 30km/h) speed limit applies and high visibility safety treatments like signage, road markings and flashing lights are in place. Every school in NSW has at least one set of school zone flashing lights signs, with more than 6,800 flashing lights now in place in school zones across NSW.

Safe System in NSW School Zones:

Safe Roads	Safe People

Traffic calming treatments such as speed humps and raised intersections
Enhanced visibility:
   o Flashing lights
   o Dragon's teeth
   o Warning signage
Pedestrian crossings – including raised crossings and pedestrian refuges
Pedestrian fencing
Pedestrian bridges
Protected bus stops
Kiss and drop zones
Consistent look and feel (self-explaining roads)
	Increased penalties
	   o Speeding
	   o Double parking
	   o U-turns
	School Crossing Supervisors
	School and early childhood education programs
	Safety campaigns
	Safety resources (e.g., bike helmets)
	Policies for managing dedicated access points
	Staggered school start times
	Police and council enforcement

Safe Speeds	**Safe Vehicles**
Standard school zone - Max 40km/h (8-9:30am & 2:30-4pm) Non-standard school zone may involve different times or 30km/h Police enforcement	40km/h flashing lights for buses carrying school children Seatbelts on school buses Speed advisor smartphone app o 'Entering school zone' announcements

| 58 x fixed school zone speed cameras | |
| 14 x red light speed cameras | |

Higher fines and demerit points also apply within school zones, and the speed advisor app is available to alert drivers when they enter an active school zone.

The School Crossing Supervisor Program is also a key component of school zone safety in NSW. There are more than **900** supervised schools with more than 1400 trained school crossing supervisors monitoring more than 1,170 crossings.

Road safety initiatives and programs around schools are managed by Transport, local councils, school communities and community members.

Road safety education is available for parents and carers to promote the safest ways to drop off and pick up children to reduce traffic dangers and keep children safe around schools.

Most school zones operate from 8:00am to 9.30am and 2.30pm to 4:00pm and all NSW school zones operate on publicly notified school days. Aligning school zone operation dates and times ensures consistency across NSW and improves driver compliance with school zones.

NSW school zone safety treatments have been effective, and school zones are now one of the safest areas of the road network.

11.13.3 Current Transport programs and approach:

- Development of school zones, including 40km/h and 30km/h speed limits, and implementation of the school zone flashing lights program.
- Delivery of the School Crossing Supervisor program.
- School Zones 'Slow Down to 40' state-wide campaign, which also includes messaging around dangerous and illegal manoeuvres around schools (e.g., double parking and illegal 3-point turns) and safety around school buses.
- Promotion of the speed advisor smartphone app (which includes 'entering active school zone' announcements).
- Transport partners with the NSW Department of Education, Catholic Schools NSW, and The Association of Independent Schools of NSW to provide support and resources to schools and teachers as part of the NSW Road Safety Education Program. Key resources include the Safety Town website for primary schools, On the Move website for secondary schools and the key road safety messages for families.
- Information about programs and responsibility for safety around schools is available on the CRS website, along with fact sheets with information for schools to share with families and the wider school community.

11.13.4 Examples of RSO projects and engagements include:

- Public education and community engagements, supporting the TfNSW road safety marketing communications and engagements. Approved evidence-based materials are made available by TfNSW for these activities eg. CAL resources *(paid advertising is only for exceptional activity and must be approved)*
- Promoting driver compliance with 40km/h school zones and when passing a school bus
- Promoting road user compliance in relation to safety on and around buses (i.e. bus safety)
- Supporting local NSW Police enforcement of school zones
- Working with families and school communities to promote safer drop off and parking, pedestrian and driving behaviours around schools
- Providing road safety advice to relevant school and parent/carer organisations (i.e. safe pedestrian, passenger, and wheel user messaging for parents to share and reinforce)

11.13.5 Measures of success may include:

- Increased percentage of motorists driving at or below the posted speed limit in school zones
- Increased percentage of drivers in school zones obeying road rules relating to parking, school crossings, and the use of mobile phones
- Consultations held between councils and communities about school safety issues on council roads that require engineering treatments
- Engineering treatments implemented on council roads to improve safety around schools.

11.13.6 Overview of the relevant agencies' responsibilities around schools:

TfNSW all schools across NSW (where approved):

- Installation of new school zones – new school or new direct access point
- Installation and maintenance of all speed zone signs, including 40km/h school zone signs.
- Installation and maintenance of school zone flashing lights signs
- Installation of all 40km/h School zone patches and dragon's teeth road markings
- Removal of school zones following the closure of a school
- Operating times of school zones
- Installation and maintenance of School zone flashing lights
- Approval and operations of traffic signals
- Speed cameras
- School crossing supervisors.

For schools on a state-controlled roads, **TfNSW** is also responsible for:

- Pedestrian and children's crossings
- Changes to parking restrictions
- Road surface repairs
- Installation and maintenance of all signs
- Safety pedestrian fencing
- Installing or moving a bus zone/stop

For schools on a regional or local road, the **local council** is responsible for:

- Parking – changes to restrictions, signs
- Road repairs
- Pedestrian and children's crossings
- Maintenance of dragon's teeth and patches
- Installation of traffic calming devices, including speed humps and roundabouts
- Off-road shared paths, cycle paths, walking trails
- New and replacement Children's Crossing flags
- Courtesy speed checks (determined by the Council if required)
- Installing or moving a bus zone/stop
- Footpaths – installation and maintenance
- Road signs maintenance
- Road surface repairs

Local councils may apply for funding for appropriate safety works under the Safer Roads Program.

11.13.7 Processes and approvals

School Crossing Supervisors:

School Principals are responsible for requesting a School Crossing Supervisor – and an interactive application form is available on the CRS website.[11]

Non-Standard School Zone Times:

Requests for new non-standard school zones (operating outside the standard hours) must be submitted to CRS' Safer People team. Note exemptions from standard school zone times may only be granted in exceptional circumstances, such as where a school operates significantly outside the standard hours.

School Zone Flashing Lights:

Requests for school zone flashing lights must be submitted to CRS' Safer People team – and a submission form is available on request.

Requests for maintenance of school zone flashing lights should be directed to your ROM or GS partner.

Other Road Safety Infrastructure around Schools:

TfNSW personnel delivering the Behavioural Program and local councils may apply for funding for appropriate safety infrastructure works under the NSW Safer Roads Program.

The NSW Safer Roads Program prioritises funding to provide essential infrastructure to make NSW roads safer. Transport for NSW directly delivers or coordinates local councils to deliver projects under the Program.

The below road safety infrastructure may be funded under the NSW Safer Roads Program, subject to the prioritisation of projects:

- Pedestrian and children's crossings including raising crossings, new raised crossings, refuge islands, related kerb extension works;
- Changing give way to stop signage and delineation;
- Installation of traffic calming devices, including speed humps and roundabouts;
- Pedestrian fencing

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[11] https://roadsafety.transport.nsw.gov.au/stayingsafe/schools/schoolcrossingsupervisorprogram.html

11.14 School Road Safety Education

TfNSW funds the NSW Road Safety Education Program. It provides classroom-based road safety education resources and consultancy support for teachers as part of the Personal Development, Health, and Physical Education (PDHPE) curriculum for students in Years K-10 and school wellbeing/pastoral care programs for students in Years 11 and 12.

As part of this program, Road Safety Education specialist teachers are funded by Transport and employed state-wide by the NSW Department of Education, Catholic Schools NSW, and the Association of Independent Schools of NSW, to provide advice and professional development to teachers and schools about the teaching of road safety and the use of TfNSW's road safety education resources.

Delivery of road safety education to students is the role and responsibility of teachers who are the most appropriate providers of health and safety education initiatives in schools.

RSOs and the Road Safety Education specialists are encouraged to work collaboratively to provide support to schools to assist in resolving issues and promoting positive road safety behaviours through curriculum (Road Safety Education specialist) and engaging the community (RSOs).

RSOs can play a valuable role building relationships with the Road Safety Education specialists, Principals, Parents and Citizens/Parents and Friends Associations to help promote road safety and positive road behaviours of parents/families within the school community.

RSOs can carry out ad hoc engagement activities with school communities that promote TfNSW's key road safety messages for families. **It is not the role of an RSO to develop or present talks or learning programs to students or teachers.**

To avoid duplication and confusion of roles between the education sectors and councils, TfNSW will not fund projects or initiatives developed to deliver school education programs, lessons, materials, events/workshops to students and/or teachers within schools.

Any presentation or speaking requests from Primary /Secondary schools or other entities/programs must be referred to the relevant Transport funded Road Safety Education specialist at NSW Department of Education, Association of Independent Schools of NSW or Catholic Schools NSW.

> Contact your ROM or GS delivery partner to find out who your local Road Safety Education specialist is for your LGA.

11.14.1 Examples of RSO projects and engagements include:

- Increasing family and community awareness of safe parking, pick up and drop off, park and walk and driver behaviour around schools
- Increasing community awareness of TfNSW key road safety messages for families to share with children
- Increasing family and community awareness of child restraint laws by distributing TfNSW child restraint information
- Increasing awareness of keeping young children in booster seats for as long as possible
- Devising council strategies to improve safe pedestrian access, drop off and pick up access to schools, park and walk initiatives and promoting safe places to play and ride
- Identification of hazards on pedestrian routes frequently used by families and children on route to and from school, and development of countermeasures

11.14.2 Measures of success may include:

- Improvement in driving and parking behaviour of parents/carers around school sites
- Improvement in pedestrian routes and access to sites used by school children and families
- Improved pedestrian routes and facilities used by families and children
- Increased awareness of key road safety messages for families to share with children

11.15 Early Childhood Road Safety Education

Kids and Traffic, the NSW Early Childhood Road Safety Education Program, is fully funded by Transport for NSW, and forms part of the NSW Road Safety Education Program. Kids and Traffic provides professional development for early childhood educators in children's services (long day care, pre-schools, family day care etc.) and relevant tertiary training institutions. Additionally, Kids and Traffic develops road safety education resources for educators, children, and families.

Kids and Traffic employs a team of early childhood road safety education specialists who have knowledge of the early years learning framework, the developmental learning needs of young children and work closely with TfNSW in the development of the Road Safety Education Program, its resources and key road safety messages.

It is not the role of an RSO to provide talks or learning programs for early childhood services. TfNSW will not fund projects that work directly with staff or children in children's services, or projects that duplicate resources, services and training by Kids and Traffic.

RSOs must not carry out education campaigns or activities in early childhood services unless it is in collaboration with Kids and Traffic. Working collaboratively with Kids and Traffic, RSOs can more effectively develop and implement projects targeting families of young children in local contexts.

Any presentation or speaking requests from Early Childhood Services or Pre-schools must be referred to Kids and Traffic.

11.15.1 Examples of RSO projects and engagements include:

- Increasing family and community awareness of the dangers of reversing vehicles / Low Speed Vehicle Run Overs (LSVRO)s / driveway safety
- Increasing family and community awareness of child restraint laws by distributing TfNSW child restraint information via GPs, hospitals, early childhood health centres, chemists, play groups, learn to swim classes etc.
- Increasing community awareness of correct choice of child restraints
- Increasing awareness of keeping young children in booster seats for as long as possible
- Devising Council strategies to improve safe pedestrian access in the local area

11.15.2 Measures of success may include:

- Improvement in driving and parking behaviour of parents/carers around relevant sites
- Improvement in pedestrian access for sites used by children and families
- Increase in the percentage of correctly fitted child restraints
- Increased awareness of driveway safety and LSVRO issues.

11.16 Young Drivers

11.16.1 Background

Since the Graduated Licensing Scheme (GLS) was introduced in June 2000, young driver fatalities have reduced by around 60%. Nevertheless, young drivers continue to be overrepresented in casualty crashes in NSW. In 2022, 18% of drivers involved in fatal crashes were aged 25 years or younger while this age group represented 14% of all licence holders.

Between 2018 – 2022 there were 91 novice driver fatalities, 70 (77%) of these between the ages of 17-25 years age, of the 91 fatalities 89% were provisional licence holders.

Younger drivers face many challenges when learning the complex task of driving a vehicle. With their inexperience, they also face a higher risk of danger. Research shows that young drivers have higher crash risks due to:

- The nature of adolescent development which affects a young person's cognitive and perceptual skills
- Lack of driving experience
- Poor ability to anticipate, perceive, identify and, therefore, react to hazards
- Failure to recognise/assess risk and a propensity to take intentional risks
- Propensity to be over-confident and over-estimate their driving ability.

Younger drivers in NSW on average crash in older cars, with the median age of the vehicle when involved in a collision being 12 years. 74% of drivers in this age group killed in crashes were in cars 10 years or older. Younger drivers are also more likely to purchase used cars.

11.16.2 Strategic approach and objectives

Young drivers continue to be a key priority in NSW given their over-representation in crashes. The Graduated Licensing Scheme (GLS) is the main strategy to prepare novice drivers, in particular young drivers (17-25 years of age), to be safe and low risk driving through a staged approach to driver licensing that builds on-road experience in a range of conditions, and improves hazard perception, knowledge of road rules, and risk management.

In 2014, the Australian Graduated Licensing Scheme policy framework, was approved by the Transport Infrastructure Council for adoption by all jurisdictions. The framework outlines recommended GLS elements across three stages: Standard, Enhanced, and Exemplar. The NSW GLS aligns with this framework and has most of the elements of the Exemplar model.

Learner drivers must complete 120 hours of supervised driving prior to presenting for the test to progress to a provisional (P1) licence. This component of the GLS was introduced because the first 12 months of driving solo is the riskiest time for novice drivers.

There are a range of restrictions for provisional drivers which include a zero BAC, maximum speed restrictions (90km/h for P1 and 100km/h for P2), not using (any function of) mobile phones while driving, vehicle restrictions, zero tolerance on speeding and passenger restrictions between 11pm and 5am for P1 drivers under 25 years of age.

Purchasing of high-performance vehicles (HPV) is discouraged since these vehicles; pose a greater safety risk than vehicles with more moderate performance, tend to be more expensive and promote a poor public perception, and are difficult to maintain in a fleet logistically since they can't be driven by P-plate employees.

The Safer Drivers Course was introduced in NSW on 1 July 2013 as an accredited optional component of the GLS to assist learner drivers to become safer drivers as they progress to

driving solo as a provisional licence holder. The Course involves theoretical and practical coaching and aims to provide learner drivers with low risk driving strategies such as speed management, gap selection, hazard awareness and safe following distances. A course fee exemption is available for disadvantaged young learner drivers who meet the initiative's criteria. Participants receive a bonus 20 hours in their learner logbook.

Learner drivers who complete a structured professional driving lesson (3 for 1 scheme) may also receive three hours for every one hour structured lesson. Up to 30 hours may be recorded under the scheme.

The [Helping Learner Drivers Become Safer Drivers workshop](#) (HLDBSD) was developed for parents and supervisors of learner drivers in recognition of their important role in supporting learner drivers. The workshops offer practical advice on how to help learner drivers become safer drivers, and cover topics such as: how to use the Learner Driver Log Book, planning driving sessions, how to deal with difficulties that may arise during driving practice and the importance of giving learners constructive feedback. The HLDBSD workshop is being digitised and enhanced, however face to face workshops should still be delivered in 2024-25 until up-take of the digital version is reviewed.

The [Driver Licensing Access Program](#) (DLAP) was developed to assist Aboriginal and other disadvantaged people to overcome barriers (such as completing the required 120 hours of supervised driving), obtain their driver licence and remain safe and legal drivers. DLAP is also available to drivers over 25 years.

11.16.3 Current Transport programs and approach

- The Graduated Licensing Scheme
- Review road safety content in driver testing, including safe interaction with pedestrian, cyclists, motorcyclists, and heavy vehicles
- Helping Learner Drivers Become Safer Drivers workshops (for supervising drivers)
- The Safer Drivers Course
- The Driver Licensing Access Program (DLAP)
- Behavioural road safety campaigns
- Road Safety Education Program, including resources for school on the [On the Move website](#)
- TAFE partnership workshops
- Promote the benefits of safer vehicle choices to young drivers, referring to [Used Car Safety Ratings 2023](#) and the [Australasian New Car Assessment Program (ANCAP)](#)

11.16.4 Examples of RSO projects and engagements include:

- Public education and community engagements, supporting the TfNSW road safety marketing communications and engagements. Approved evidence-based materials are made available by TfNSW for these activities eg. CAL resources *(paid advertising is only for exceptional activity and must be approved)*
- Raise awareness and deliver the HLDBSD workshops to supervising drivers including to volunteer supervisors and mentors of community programs. Currently the workshop is in the process of being digitised, however while it is being rolled out, there will still be a need to provide these face-to-face.
- Promote Safer Drivers Course and associated fee exemption for disadvantaged learner drivers
- Promote DLAP to Aboriginal communities, vulnerable youth, people from refugee resettlement communities and low socio-economic environments to get their driver

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licence, gain supervised driving experience as a learner driver or help people regain a licence

- Promote TAFE partnership and deliver workshops to educate young drivers about road safety. (Note the promotional material for the TAFE workshops will be funded by CRS in 2024/25). If RSOs plan to deliver any TAFE workshops consult with the relevant ROM and GS delivery partners to discuss the logistics of delivery and potential collaboration with TfNSW staff.
- Promote the benefits of safer vehicle choices to young drivers (i.e Used Car Safety Ratings, ANCAP).

11.16.5 Measures of success may include (depending on tools/activities used):

- Success of HLDBSD workshops, media, and promotions (such as attendance at workshops, media and social media coverage/reach, website visits)
- Success in communicating key messages (may be assessed by surveys, audience/participant feedback, observations, ad hoc feedback from stakeholders and community)
- Any data or feedback suggesting an increase in engagement or changes in attitudes by younger drivers.

11.17 Identification of road safety engineering projects

Work to support the development of funding applications for road safety engineering projects under other TfNSW programs aimed at improving the safety of local roads is encouraged.

11.17.1 Examples of RSO projects and engagements include:

- Road safety data analysis, stakeholder consultation or implementing the behavioural findings from road safety audits (RSA) where there is a clear intention to improve road safety. RSOs are encouraged to advocate the benefits of a safe systems audit. Funding is not available for RSA training and road safety audits.
- Preparation of council road safety project proposals
- Road safety input into traffic management decisions and development assessment
- Coordination of road safety education
- Road safety education/promotion to increase the acceptance of engineering works such as pedestrian fencing

11.17.2 Measures of success may include:

- Analyses of road system completed, and problems defined
- Road safety audits conducted, and results used
- Road safety project proposals prepared
- Road safety input into traffic management and development decisions influenced final decision
- Road safety education/promotion resulted in community engagement and acceptance of road safety countermeasures

11.18 Safe Systems

11.18.1 Background

This Safe System section has been added to capture broader projects that more closely align with several safer systems approaches and target more than one behavioural issue such as the [Towards Zero strategy](#), [Road Safety in Your Workplace](#), and the 2026 RSAP more broadly. It is also intended for projects that promote safer vehicles more generally to unrestricted licence holders (see Light vehicle safety and Caravan safety below). See younger drivers and older road users regarding safer vehicle promotion to these road users.

Transport uses the Safe System approach to reduce death and serious injuries on NSW roads. 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.

11.18.2 Strategic approach and objectives

NSW has a road safety target of halving deaths and reducing serious injuries by 50% from 2018-2020 levels, by 2030. NSW has also set an aspirational target of zero fatalities and serious injuries on our roads by 2050. While the NSW Road Safety Strategy 2012-2021 has been effective in reducing the fatality rate from 5.67 deaths per 100,000 people in 2010 to the rate of 4.59 per 100,000 people in 2015, the long-term fatality rate is currently above the trend for the 2023 State Priority target.

Light vehicle safety

The Australasian New Car Assessment Program (ANCAP) rates light vehicles by assessing both their crash protection (using crash testing) as well as their crash avoidance technologies such as automatic braking. ANCAP criteria are continuously becoming more stringent, hence a five-star vehicle from a few years ago would be unlikely to be awarded five stars if assessed by more recent standards. Vehicle ratings are assigned to vehicles with a "date stamp" that tells consumers when the vehicle was tested. ANCAP recommends that fleets should only buy vehicles that have been awarded a five-star ANCAP rating with a date stamp no more than three years old.

ANCAP does not assess the reversing safety of vehicles, hence it is important to ensure that vehicles are fitted with either reversing sensors or cameras. Most passenger cars and SUVs are supplied by the manufacturer with these installed, however particular care is needed when purchasing cab-chassis utilities since these reversing systems usually need to be fitted after the tray or body is installed.

NSW provisional licence holders are not permitted to drive high performance vehicles (HPVs). For more information on HPVs, including how they're defined, please visit the [website](#)

Caravan safety

Between 2018 and 2022 there were 201 casualty crashes involving a vehicle towing a caravan on NSW roads. These crashes resulted in 24 fatalities and 87 serious injuries.

Drivers towing a caravan should understand their allowable weight limits and how to load and weigh their caravan and tow vehicle correctly. They also need to understand safe towing speeds, stopping distances, fatigue management and how towing an overweight or incorrectly loaded combination can affect the safety of themselves and others while driving.

11.18.3 Current Transport programs and approach

Under the plan the 'creating safer country roads and urban places' priority has been implemented to address trauma on country roads and coordinates infrastructure with education, enforcement, and engagement.

Other key safe system programs include the Road Safety and Your Work: A Guide for Employers and associated toolkit and resources. It has been developed in partnership with key stakeholders and aims to cover the importance of developing a safe driving policy for work and provide a road map on how business owners/organisations can develop their own safe driving policy.

11.18.4 Examples of RSO projects and engagements include:

- Working with local employers and industry to promote, engage with, educate and distribute resources as part of the 'road safety in your workplace' program to enable organisations to embed a positive road safety culture within their workplace. This includes:
    - attending training on the program and resources
    - engaging directly with local employers and industry (for example, delivering workshops, attending forums, conferences, and industry events, and arranging one-on-one meetings with interested employers)
    - promoting the program and resources through local advertising (for example, social media, newsletters, flyers, posters, council website and rates notice to employers)
    - working in partnership with local industry and chambers of commerce to engage and promote the program and resources
    - providing support to employers and industry on embedding road safety in their workplace
- Contribute to raising awareness of current road trauma trends and building a road safety culture
- Councils can have a beneficial influence on the safety features fitted to council fleet vehicles, contractor vehicles, and the vehicles of companies that the council has agreements with- such as car-share companies who lobby council for designated parking spaces.
- It is recommended that councils promote a safer vehicles policy that encourages the purchase of vehicles that:
    - have a five-star ANCAP rating with a date stamp of less than 3 years
    - have reversing cameras or sensors installed
    - are not defined as high performance vehicles for P-Platers
- Promote the uptake of safer vehicles. This includes promoting the benefits of safer vehicle choices (i.e Used Car Safety Ratings, ANCAP) and safety assist technologies in new and used vehicles. This can be done by utilising the Augmented Reality engagement tool to leverage conversations at events, prominent areas like shopping centres and with Council employees – conduct exit surveys to gauge knowledge transfer and retention rates.
- Cross-collaborate with other TfNSW programs and agency partners to provide a behavioural perspective when applying a safe system approach to road safety initiatives
- Increase understanding of the Towards Zero vision based on the safe system approach by engaging community (could include local PR/event opportunities, recruiting stakeholders and ambassadors, and utilising social media etc)
- Promoting and delivering road safety events such as Fatality Free Friday, National Road Safety Week and Road Rules Awareness Week
- Promoting Toward Zero – a Safe System approach to stakeholders and the community

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- Promote the Towards Zero overarching campaign for road safety, associated Safe System messaging and community engagement
- Promoting safe driving around animals on the road
- Promote safe caravan towing practices and the importance of calculating towing capacities for your specific vehicle and caravan combination
- Develop and promote caravan safety checking days, promote awareness of the importance of knowing individual allowable weight limits, towing capacity, safe distribution of load , fatigue management, safe towing speads and use professionals to weight vehicles, vans, tow balls and combinations to check for compliance
- Utilise the road safety quizzes to test and embed knowledge at events
- Develop and promote the opportunity to have 'coffee with a cop' encouraging residents to meet their local police and ask questions about road safety
- Assist as required with applications for the Community Road Safety Grants program helping community groups develop safe systems focused programs
- Investigate the needs of CALD NSW road users unique to the region (eg. refugees, migrants, tourists, international students, Pacific Islander seasonal workers scheme) and adapt appropriate road safety programs

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12 Advertising

Transport for NSW invests in a multi-million-dollar state-wide marketing communications program designed to shift attitudes and behaviours in relation to road safety and encourage safer road user behaviours. This form of marketing is paid advertising (known as Above The Line/ATL) via mass media channels.

The road safety marketing communications program primarily consists of key advertising campaigns, and seeks to deliver uniform reach for behavioural (e.g. casual speeding 'every K counts', drink driving 'Plan B', driver fatigue 'Don't trust your tired self') and enforcement ('Stop it... or cop it') campaigns across all of NSW.

TfNSW manages the NSW Government road safety marketing communications program in accordance with the Government Advertising Act 2011 and administered by the Department of Premier and Cabinet. In 2023, the Department of Customer Service (DCS) introduced new advertising requirements along with a budget advertising cap to track and limit advertising spend. All TfNSW funded "above the line" marketing will have to go through detailed assessment prior to being approved.

Locally focused community engagement techniques should leverage the creative collateral and messaging of key road safety campaigns and should primarily be delivered through unpaid "below-the-line" channels.

Advertising development is not a role or responsibility of the Local Government Road Safety Program, rather the program is encouraged to promote and support NSW road safety campaign initiatives in local areas through below-the-line engagement activities. Please refer to the marketing toolkit for guidance on how to use campaign information, assets, and tools to promote road safety in your area. A copy of the current toolkit can be found in the Creative Asset Library (CAL).

Any proposed ATL advertising (local newspapers, Facebook posts, outdoor billboards etc.) as a component of a local road safety project must be approved by TfNSW through the relevant TfNSW region to ensure it does not breach NSW Government advertising guidelines and expenditure limits for each annum.

When submitting ATL advertising as a project component, the nature, date and value of paid advertising being proposed must be disclosed. This will ensure requests are assessed accurately, and advertising spend is tracked in accordance with the Government Advertising Act.

ATL advertising requests are for exceptional activity only and will not always be approved. Approval to use TfNSW campaign material will require a lead time of 12 weeks depending on the nature of the advertising request.

In turn, RSOs are encouraged to pursue non-advertising communications and community engagement activities (known as Below The Line (BTL)) to heighten awareness of road safety in their local area.

Examples of BTL include:

Community engagement (Responsibility of Transport, including ROM and GS, and Local Government) and use of campaign creatives and messaging.

Primarily one-to-one engagement activities supporting including:

- Events and roadshows
- Ambassadors/advocacy staff
- Distribution of printed materials
- Banners (pull-up)

- Outdoor messaging (pavement stencils, portable VMS)
- Promotional merchandise (approved by TfNSW Education & Engagement team)
- Communications on local/partner websites (unpaid)
- Communications on local/partner social media platforms (unpaid)

Note. **No** media buying process occurs for the implementation of BTL activities.

It is expected that Councils utilise TfNSW road safety marketing communications and engagement materials to address road safety issues in their local area. These materials are available via the TfNSW Creative Assets Library and supporting toolkit. For any road safety issues and topics that are not covered by existing marketing resources, RSOs are encouraged to contact their ROM or GS delivery partner for guidance in relation to the development of an appropriate communications solution. Councils are not encouraged to develop their own marketing or public education resources where a relevant state-wide resource exists in order to maximise consistency of road safety communications across NSW, as well as minimise duplication.

TfNSW advice and approval for other promotional material developed either by council or by external agencies must be obtained prior to use.

Project applications with components that include producing television commercials or development of local media campaigns which duplicate existing TfNSW campaigns will not be approved.

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13 Road Safety education resources and merchandise

Road Safety marketing, communications and engagement resources and materials (e.g. posters, pull up banners, images, videos for presentations etc.), working files, tools and other content which can be used in local public education activities can be found on the TfNSW Creative Assets Library.

Accessing the TfNSW Creative Assets Library

- Go to https://creativeassets.transport.nsw.gov.au/site/welcome.me
- If you need assistance, email creativeassets@transport.nsw.gov.au

View and order road safety merchandise or printed educational resources

- Go to the Finsbury Green (sourceit) website ordering facility https://finsbury.sourceithq.com/Login/?ReturnUrl=%2F
- Finsbury Green Help Desk/Customer Service Desk: (Phone) 1800 515 222 (Email) tfnsworders@finsbury.com.au

Obtaining additional assistance

- For other community road safety resource product information, to establish a council log-in or for any service problems with Finsbury Green (sourceit), please contact the Lead Community & Safety Partner in your region in the first instance who will reach out to: towardszero@transport.nsw.gov.au

Note: Road Safety Officers should order their resources directly from Finsbury Green.

If the activation/event requires ordering large quantities of merchandise, contact the Towards Zero inbox first to identify the audience, quantities, bid number and the strategy. This allows the E&E team to assist with the ordering process. Please ensure that your TfNSW point of contact is included in the request for visibility. The E&E team need to ensure that all orders of merchandise and collateral that TfNSW get:

- good return on investment
- correct alignment to road safety issues; and
- aligns to business practices for the items ordered.

Resources required should be identified in project plans and approved by the respective ROM and GS contacts before ordering or contacting TZ.

14 Sponsorships

TfNSW engages sporting organisations to help address major road safety behavioural factors and deliver meaningful community engagement initiatives to target demographics across NSW. A sponsorship is a commercial arrangement in which a sponsor provides a contribution in money or in "value-in-kind" to support specified activities in return for agreed and defined benefits. TfNSW does not engage in sponsorship for purely charitable or philanthropic purposes. All road safety sponsorship proposals must be reviewed by the TfNSW Sponsorships Team and captured in the sponsorship register.

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15 Out of Scope projects and activities

- Development of public education campaigns or 'above the line' advertising – ie. Use of paid advertising media is not permitted such as television, radio, print media, billboards etc (with the exception of promotion of workshops and events)

- Any speaking activities directed to students at Early Childhood, Primary or Secondary schools regarding road safety education or is linked to the classroom curriculum

- Development of merchandise. Approved merchandise is available for ordering from the Finsbury Green warehouse. Requests for bespoke designs is required to be submitted to the Education and Engagement team via your TfNSW contact for review and/or approval, and should be identified in project plans

- Any local project or use of information which contradicts, undermines, or unnecessarily duplicates state-wide strategies/messages

- Developing/contributing to media or publicly contradicting TfNSW road safety policies or initiatives such as speed limit reductions, camera enforcement programs etc

- Development of stand-alone community awareness raising/promotional materials

- Development of, funding to promote driver simulators

- Development of driver education in schools

- Development of communications or educational resources to schools including material for students or families.

- Speed activities covered under Safer Roads Program

- Activities covered under Transport maintenance and Safer Roads Programs

- Cycling promotion covered under Active Transport initiatives - instead focus on cycling safety i.e. bike safety, helmets, equipment safety and supporting use of cycleways/shared paths

- Use of paid advertising media (above the line/ATL) such as television, radio, or outdoor billboards without consent from the Campaigns and Sponsorships team. NOTE: ATL requests may be approved by TfNSW in exceptional circumstances. Advertising compliance approval is required from TfNSW Secretary and approval is not guaranteed

- Outcome evaluation/research projects/trials

- Use of banners and/or portable VMS cannot be the only strategy to address a behavioural issue

- Use of banners on bridges or carriage way

- Use of roadside banners

- Drink driving initiatives that don't separate drinking from the driving task i.e counting drinks, beer googles, stubby coolers etc

- Conducting (or funding to commission) a road safety audit.

- TfNSW will not fund projects or initiatives developed to deliver school education programs, lessons, materials, events/workshops to students and/or teachers within schools

- TfNSW will not fund high value items or cash prizes or fuel vouchers (i.e. taxi vouchers, fuel cards, tickets to events eg. Race days etc) to incentivise engagement in program delivery

- Excessive use of contractors to deliver workshops, presentations, or education sessions. Subject matter expertise is integral to Road Safety Officer's understanding and delivery of the program.

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