Investing in safer roads

Continuously improving the licensing system

Encouraging safer behaviours

Safer Roads

Safer People

TOWARDS ZERO TOGETHER

Safer Speeds

Safer Vehicles

Creating safer communities and neighbourhoods

Using new technologies

Better informed communities

ROAD SAFETY ACTION PLAN 2013-2016

Government of South Australia

FOREWORD

We have come a long way in reducing road trauma in South Australia and with the benefit of improved research, information and technology and through the efforts of a committed community we are confident that more can be done.

Road trauma should not be an inevitable consequence of moving around our State and the loss of a single life on our roads cannot be acceptable.

New technologies have the potential to improve vehicle safety, assist drivers avoid crashes and increase the range and effectiveness of speed enforcement. Research will assist us to continuously improve the licensing system to help protect novice drivers and motorcyclists and reduce barriers for Aboriginal people to obtain and retain a driver's licence.

Improved information through schools, public education campaigns and community programs will enable communities to be better informed and play their part in creating a safer system.

The Government will continue to invest in road safety infrastructure and both encourage and enforce safer behaviours. As a community we need to continue to work to create a vibrant city and streets that are more people friendly places encouraging cycling and walking.

Together we're working towards making South Australia an even better place to live, work and play in a culture where a premium is placed on safety and wellbeing.

This Action Plan 2013-2016 is the next chapter towards achieving our target to reduce serious road casualties by at least 30 per cent by 2020 as outlined in *Towards Zero Together – South Australia's Road Safety Strategy 2020.* It has been led by the Department of Planning, Transport and Infrastructure in collaboration with key road safety stakeholders; South Australia Police, Motor Accident Commission, Royal Automobile Association, Local Government Association and the Centre for Automotive Safety Research, University of Adelaide together with the input from members of the 42 organisations on the Road Safety Stakeholder Reference Group and it will be delivered hand in hand with the community.

I encourage you to work with us.

Hon Jay Weatherill MP
Premier

Hon Michael O'Brien MP
Minister for Road Safety

DELIVERING THE ACTION PLAN

The successful delivery of this action plan relies on many organisations and individuals to work together to achieve its goals. The organisations listed below have been identified throughout the plan as leading the delivery of actions and coordinating efforts with stakeholders and the community.

The following organisations have also committed to support the delivery of identified actions: Adelaide City Council (ACC), Australian Medical Association SA (AMA), Australian Red Cross, Department for Education and Child Development (DECD), Department of Treasury and Finance (DTF), Emergency Services, Fleet SA, Heart Foundation, Metropolitan Fire Service (MFS), Power Line Environment Committee (PLEC), SA Health, South Australian Road Transport Association (SARTA), Urban Renewal Authority.

Lead organisations

Government of South Australia
Department of Planning, Transport and Infrastructure

Department of Planning, Transport and Infrastructure (DPTI) is the lead road safety agency in South Australia and is responsible for monitoring road safety performance and coordinating the State's road safety efforts. The department manages vehicle safety standards, vehicle registration, driver and rider licensing programs, infrastructure programs and develops school and community based programs.

SOUTH AUSTRALIA POLICE
KEEPING SA SAFE

South Australia Police (SAPOL) lead a *prevention first* approach to improving road safety. SAPOL strives to achieve this by deterring dangerous driving through police presence on the roads, enforcement and investigation activities and contributing to educating the community about safe road use.

MAC

Motor Accident Commission (MAC) collaborates with lead agencies and key stakeholders to develop communications that support South Australia's road safety priorities. MAC's programs focus on increasing community awareness and changing road user attitudes and behaviour to reduce the incidence of road trauma.

RAA

Royal Automobile Association of South Australia (RAA) is the state's largest membership organisation representing the views and interests of almost 600,000 South Australians. RAA is committed to supporting a safer environment for all road users with a philosophy of advocating for safer drivers, on safer roads, driving safer cars that shape their activities and services.

Local Government Association of South Australia

Local Government Association of South Australia (LGA) is responsible for the maintenance and upgrade of 75,000 kilometres of road in South Australia (85 per cent of road length). Councils support road safety efforts through managing road assets and infrastructure, supporting consensus community views and leading initiatives in employee and vehicle fleet safety.

CENTRE FOR AUTOMOTIVE SAFETY RESEARCH   **THE UNIVERSITY of ADELAIDE**

The Centre for Automotive Safety Research, University of Adelaide (CASR) is South Australia's pre-eminent source for road safety research and technical advice. CASR provides a rational, cost-effective basis for road safety policy based on their research, and the research of others. CASR prepares models of likely effects of proposed actions and assists with the evaluation of road safety programs.

Road Safety Stakeholder Reference Group Organisations

> Aboriginal Health Council of South Australia Inc

> Australian Road Research Board (ARRB)

> Australasian College of Road Safety SA Chapter

> Australian Driver Trainers Association of South Australia Inc

> Australian Institute of Traffic Planning and Management Inc SA Branch

> Australian Medical Association SA

> Australian Red Cross

> Bicycle Institute of SA

> Bicycle SA

> Bus and Coach Association SA

> Centre for Automotive Safety Research, University of Adelaide

> Community Safety Directorate

> Council on the Ageing (COTA SA)

> Department for Education and Child Development

> Department of Planning, Transport and Infrastructure

> Fleet SA

> Heart Foundation

> Livestock Transporters Association of SA Inc

> Local Government Association of SA

> Motor Accident Commission

> Motorcycle Riders Association of SA

> Motorcycling South Australia Inc

> Motor Trade Association

> Office for the Ageing

> Office for Youth SA

> Occupational Therapy Australia

> Owner Drivers Association SA Ltd

> Primary Producers SA (formerly SA Farmers Federation)

> Professional Driver Trainers Association South Australia

> Royal Automobile Association (RAA)

> Royal Australasian College of Surgeons

> SA Country Women's Association Inc

> SA Health

> South Australia Police

> South Australian Country Fire Service

> South Australian Metropolitan Fire Service

> South Australian Road Transport Association (SARTA)

> South Australian State Emergency Service

> Taxi Council SA

> Transport Workers Union of Australia SA/NT Branch

> Walking Federation of SA Inc (Walking SA)

> Youth Affairs Council of South Australia

INVESTING IN SAFER ROADS

Research in South Australia and nationally has shown that investing in road improvements can produce crash savings with a value at least 10 times the cost of the infrastructure.

Infrastructure investment is important and funds need to be applied where they will have the most benefit and the greatest potential to reduce the risk of crashes. To achieve this, infrastructure safety investment and maintenance will be targeted at the locations with the highest volumes of traffic and/or the greatest risk of crashes.

Improvements in developing and targeting effective infrastructure programs will continue to include regular safety assessments, audits of the network and monitoring the effectiveness of programs. It will also be important that the diverse needs of current and potential bike riders are catered for when designing cycling infrastructure.

Core to improving roads are safe system principles which will be applied when building new roads and retro fitting existing roads.

Wire rope barrier, Victor Harbor Road. Installed December 2012.

Key actions:

> Deliver road safety infrastructure programs that will: **(DPTI)**

- seal roadside shoulders

- improve unsealed road shoulders

- treat black spot locations

- remove roadside hazards

- install and replace safety barriers

- replace bridge barriers at high risk locations

- improve intersections and increase separation for cyclists on arterial roads

- provide cyclists with attractive alternatives to travelling on arterial roads

- use brighter and longer lasting pavement markings.

Wombat Crossing, Arthur Street, Unley.

> Address fatigue by continuing to upgrade rest areas on interstate freight routes and increase the installation of audio tactile markers where appropriate. **(DPTI)**

> Continue to seek opportunities to increase investment in road maintenance. **(DPTI)**

> Progressively improve safety at signalised intersections with a poor crash history, including controlling right turns. Intersection improvements will include Sudholz Road and North East Road, Magill Road and Glynburn Road, Golden Grove and Grenfell Road and the Britannia Roundabout. **(DPTI)**

> Upgrade roads in the APY lands to improve access and safety. **(DPTI)**

> Install infrastructure treatments that support lower travel speeds and improve the safety of pedestrians (including mobility device users) and cyclists including demonstration wombat crossings and intersection platforms. **(DPTI, LG)**

> Create bike boulevards and work with cycling experts to design innovative road signage and Local Area Traffic Management treatment works that enhance cyclist safety when sharing the road with motor vehicles. **(DPTI, LG)**

> Deliver motorcycle safety infrastructure improvements and other possible enhancements by treating high risk roads that are frequently used by motorcyclists. **(DPTI)**

> Contribute to initiatives to progressively remove stobie poles along arterial roads. **(DPTI, Power Line Environment Committee)**

CREATING SAFER COMMUNITIES AND NEIGHBOURHOODS

Creating safer communities and neighbourhoods involves Local Government, the Urban Renewal Authority, non-government agencies and communities themselves working together so that safe cycling and walking is catered for in planning processes to deliver vibrant, connected and healthy communities.

People friendly streets and safer roads are characterised by lower vehicle travel speeds, pleasant and convenient routes, and facilities and infrastructure that particularly consider the needs of children and older people. Such environments will encourage safer and more active travel options, particularly when accompanied by programs that influence behaviour and travel choices.

Key actions:

> Create safer neighbourhoods and pedestrian friendly streets with lower vehicle travel speeds. Implement the online 'Living Neighbourhoods' resource and develop tools for local government to implement concepts from the 'Streets for People' Compendium. **(DPTI, LG, Urban Renewal Authority, Heart Foundation)**

> Implement a dynamic speed limit trial to support lower speeds during major events such as around the Adelaide Entertainment Centre and Adelaide Oval. **(DPTI)**

> Expand the use of traffic light pedestrian countdown timers to enhance usability and safety for pedestrians. **(Adelaide City Council, DPTI)**

> Implement appropriate safer speed limits in the CBD and improve responsiveness of phasing sequences at signalised crossings where there is high pedestrian and cyclist activity. **(DPTI, Adelaide City Council)**

> Continue to support local government and communities by providing grants and partnership programs to deliver projects that influence changes in road user behaviour towards safer, greener and more active travel. **(DPTI lead agency in conjunction with LG, MAC, RAA)**

> Develop 'sharing the road' education campaigns to raise drivers' awareness of safe behaviours in the presence of cyclists, pedestrians and motorcyclists. **(MAC lead agency in conjunction with SAPOL, DPTI, RAA and others as appropriate)**

Sharing the road, Adelaide intersection.

ENCOURAGING SAFER BEHAVIOURS

As a community it's important that we have a road safety culture where the loss of life and injury on our roads is not accepted as inevitable. A key component of that is the acceptance of lowering travel speeds and the setting of speed limits so they are safe and appropriate for the type and condition of the road and the roadside environment.

Road users need to comply with the road rules, remain alert and safety conscious, and recognise that the continual improvement in their behaviour and that of others is vitally important if road safety is to be improved. Road trauma would be significantly reduced if people obeyed speed limits, didn't drink or take drugs and drive, wore a seatbelt and were not distracted when driving. Everyone is accountable and responsible for their actions on our roads.

An evidence based enforcement approach will continue to be implemented that not only determines where serious crashes are happening but also identifies the dangerous drivers who continue to commit road safety offences.

Key actions:

> Conduct targeted road safety enforcement operations that address compliance with speed limits, drinking and drug driving, restraints and driver distractions. **(SAPOL)**

Safe travel speeds

> Continue the application of default speed limits through an assessment based approach – 100km/h for rural roads and 50km/h on urban roads. **(DPTI)**

> Work with selected Councils to implement and evaluate 80km/h limits on unsealed rural roads. **(DPTI, LG)**

> Continue to work with Councils to review speed limits in response to requests from local communities. **(DPTI, LG)**

> Continue the installation of fixed safety cameras on metropolitan arterial roads and at school pedestrian crossings. **(DPTI)**

Mobile phones

> Increase emphasis on the enforcement of mobile phone driving offences. **(SAPOL)**

> Review mobile phone penalties to better reflect the crash risks and at risk groups. **(DPTI, SAPOL)**

Drink driving

> Conduct coordinated State-wide driver screening operations each year at high risk times and locations. **(SAPOL)**

> Enhance the general drink driving deterrent by maximising the exposure of South Australian road users to roadside driver alcohol screening. **(SAPOL)**

> Review the operations of the SA interlock scheme and conduct research into recidivist alcohol offenders. **(DPTI, CASR)**

Drug driving

> Continue to lead the country in using best practice methods by ensuring that drug testing operations maximise the exposure of South Australian drivers to driver drug screening. **(SAPOL)**

Unlicensed driving

> Increase the deployment and publicise the use of in vehicle mobile number plate recognition technology to detect unlicensed drivers. **(SAPOL)**

CONTINUOUSLY IMPROVING THE LICENSING SYSTEM

The licensing system serves culturally diverse communities located in metropolitan, regional and very remote parts of our State. Continuous improvement of the licensing system aims to equip all South Australians with the necessary knowledge, skills and experience to be safe and compliant road users.

The requirements of the licensing system can present complex barriers to many people and difficulties in obtaining a driver licence can be further exacerbated by distance from services, geographic isolation, social and economic disadvantage. Systemic intervention is required to create equitable access to driver licensing.

Improvements in the licensing system need to take account of the issues faced by people in regional/remote areas of the State and must also include the needs of Aboriginal people who are represented in road crash statistics at a rate 3.5 times that of non-Aboriginal people. Innovative responses are being developed for use in remote Aboriginal communities in South Australia to increase driver licensing rates, road safety outcomes and mobility for communities.

Enhancements to the graduated licensing system for young and novice drivers and motorcyclists alike will have a positive effect on road safety and help young people to drive and ride in the safest possible way. This can set the scene for a lifetime of safe driving behaviours.

Key actions:

> Introduce legislative reforms to make licensing changes to further protect novice drivers. **(DPTI)** These include:

- Passenger restrictions for P1 drivers (with exemptions)

- A night-time driving restriction for P1 drivers (with exemptions)

- Extending the total minimum provisional licence period from two to three years

- Removing regression to a previous licence stage following a disqualification period.

> Reduce the risk for motorcycle riders by enhancing the motorcycle licensing scheme and consider options to increase the uptake of motorcycles fitted with antilock braking systems. **(DPTI, RAA, CASR)**

> Encourage returning riders to undertake a motorcycle skills refresher training course. **(DPTI, MAC)**

> Deliver and evaluate culturally appropriate driver licensing demonstration projects in remote Aboriginal communities. **(DPTI)**

> Make changes to the licensing system based on overcoming known barriers and taking into account the evaluation of demonstration projects to achieve equitable outcomes for Aboriginal people. **(DPTI)**

> Develop a supportive framework that increases the capacity of Aboriginal communities across the State to actively participate in the licensing system. **(DPTI)**

> Work with the Australian Medical Association SA to consider the merits of undertaking a pilot of the Snellgrove Maze Task screening tool to assess fitness to drive. **(DPTI, SA Health, AMA)**

USING NEW TECHNOLOGIES

Improvements in vehicle safety can assist drivers of all ages to avoid crashes and protect occupants and other road users when crashes happen. Continually promoting and encouraging consumers as well as fleet buyers to buy the safest vehicle possible will have strong flow on benefits and over time improve the safety of the South Australian fleet. As young people have the highest crash risk of any age group, encouraging them to drive ANCAP 5-star rated vehicles will significantly lower their levels of death and serious injury.

Vehicle technology is developing at a rapid rate, and research confirms that there are important emerging technologies which have the potential to significantly reduce road trauma, and these will be continually monitored and explored. New technologies also have the potential to increase the range and effectiveness of enforcement resources especially in relation to lowering vehicle travel speeds. Speed enforcement technologies such as average speed detection systems will be implemented as well as the greater use of mobile number plate recognition systems.

Key actions:

> Continue to use new technologies to reduce travel speeds, such as installing Point to Point speed detection systems that measure average vehicle speeds on major highways radiating out from Adelaide. **(DPTI, SAPOL)**

> Provide accurate speed limit information through technology to remind drivers of the posted speed limits. **(DPTI)**

> Develop strategies to encourage the take up of stability control systems for motorcycles such as ABS, traction control and combined braking systems. **(DPTI, CASR)**

> Promote voluntary use of technology solutions that block incoming phone calls and messages while driving. **(MAC)**

> Explore and encourage changes to the Australian Design Rules to improve national vehicle safety standards through the work of the Road Safety Technologies Forum. **(DPTI, CASR, RAA, SAPOL, MAC)**

> Continually update information services such as the online and smart phone app *Cycle Instead Journey Planner* to reflect additions to the cycle network and safety enhancements so that people riding bikes are able to choose the safest, most appropriate routes for their personal travel needs. **(DPTI)**

> Continually improve the safety of the South Australian Government fleet where possible by **(Fleet SA)**:

- Extending the South Australian Government's vehicle purchasing policy with regard to ANCAP so that all:
  – passenger vehicles must be 5 star ANCAP safety rated
  – All Wheel Drive vehicles (small and medium Sport Utility Vehicles) be ANCAP 5-star rated, and
  – light commercial and traditional 4Wheel Drive's be ANCAP 5-star rated where available, cognisant of operational needs.

- Embracing safety assist technology, and working with vehicle manufacturers to make these features available on base model cars 'unbundled'.

- Fitting vehicle integrated reversing aids such as cameras and sensors to help drivers be aware of what is directly behind a car.

- Working with other jurisdictions and national fleet buyers to include more safety features in vehicles purchased and used in South Australia.

BETTER INFORMED COMMUNITIES

Road users need accurate, current, and well delivered road safety information to be able to play their part in a safe system to behave responsibly, and in accordance with the standards and road rules. If public education campaigns are to succeed, we need to continue to provide evidence based and more engaging information to our communities.

The Motor Accident Commission (MAC) will continue to lead, plan, coordinate, implement and evaluate comprehensive road safety marketing programs to support the reduction of road trauma. These will focus on road safety priorities and building community understanding of road safety and support for road safety measures. Mass media campaigns will continue to be coordinated with enforcement and the implementation of new safety measures, so that maximum benefits are obtained.

It will be important to provide schools with clear information about what road safety education programs are available to them and how those programs measure against best practice principles.

Key actions:

Road safety education in schools

> Following the assessment of road safety education programs against best practice, provide information to schools so that decisions about road safety curriculum can be based on sound information. **(DPTI, DECD, MAC)**

> Work collaboratively with providers to map road safety education programs (0 – 18 years) against curriculum frameworks and best practice so that there is improved coordination in program development and delivery. **(DPTI lead agency in conjunction with SAPOL, MFS, RAA and others as appropriate)**

> Increase the number of schools actively participating in the Way2Go program by 50% from 100 to 150. **(DPTI)**

> Implement best practice early childhood road safety education in kindergartens and child care centres through the provision of online programs with supportive teaching resources. **(DPTI)**

Improved road safety communications

> Promote and raise awareness about the reductions in road trauma that have been achieved as a result of lower travel speeds through camera enforcement, reduced speed limits and education strategies. **(MAC, SAPOL)**

> Deliver mass media road safety education campaigns aligned with an evidence based approach including general road safety awareness messages to road users. **(MAC)**

> Promote a 'My First Car Safety Checklist' and a 'Nearly New Safer Vehicles Price Comparison List' to inform vehicle buyers. **(DPTI)**

> Promote and expand the Road Rules Refresher Guide to assist road users to update their knowledge about changes to road rules. **(DPTI, RAA)**

> Continue to promote the benefits of protective motorcycle clothing to increase wearing by motorcycle riders. **(RAA, MAC)**

> Develop a pocket guide about specific road rules that apply to cyclists, pedestrians and for the correct use of child restraints. **(DPTI)**

> Enhance the *MyLicence* website to include information for young road users about alternatives to driving, such as cycling and walking. **(DPTI)**

> Expand South Australia's ANCAP *Stars on Cars* program to major auction houses to provide buyers with safety information for near new vehicles. **(DPTI)**

> Encourage corporate fleet buyers to purchase ANCAP 5-star rated vehicles. **(MAC, RAA)**

> Continue to investigate possible incentive schemes to reward safe drivers. **(DPTI)**

> Expand the scope of the *Smarter Travel @ Work* program to engage and encourage business and industry to take actions that lead to improved road safety outcomes. **(DPTI)**

Child restraint.

> Raise awareness about the dangers to children of vehicles moving in driveways. **(DPTI)**

> Develop an educational campaign that provides safety tips to road users in the event of a breakdown when travelling on highways, expressways or freeways. **(DPTI, RAA, SAPOL)**

> Promote the 'sharing the road with heavy vehicles' educational campaign. **(DPTI, SARTA)**

> Develop and deliver workshops dedicated to the purchase and safe use of mobility scooters by expanding the Moving Right Along: Obligations and Opportunities for Older Drivers Program. **(DPTI)**

> Deliver programs designed to keep older drivers safer on our roads (e.g. Car Fit, Years Ahead and Moving Right Along programs). **(RAA, DPTI)**

> Continue to deliver child restraints and promote their use to all communities in the APY Lands along with information and training about correct installation. **(DPTI, Australian Red Cross)**

> Increase awareness about best practices and proper use in fitting and adjusting child restraints. **(RAA, Australian Red Cross)**

> Promote the carriage of first aid kits in vehicles. **(MAC)**

> Establish the South Australia Police Road Safety Centre as a well-recognised venue for the delivery of road safety education and information to the South Australian community. **(SAPOL)**

> Facilitate a community awareness and engagement program to improve levels of safety and promote changes to the speed limit from 40km/h to 25km/h when in the vicinity of emergency service workers. **(Emergency Services)**