Wednesday 6th November

Cocktail Welcome Reception
Conference Registration
19:00–20:30 HICKINBOTHAM HALL

Thursday 7th November

Conference Registration
08:00–09:00 HICKINBOTHAM HALL

Opening,
Keynote Address and Discussion
09:00–10:15 HICKINBOTHAM HALL
Paul Willis, Royal Institute of Australia (RiAus)
The changing communications landscape - how do we make sure scientific evidence is considered by the community

Morning Tea
10:15–10:45

Concurrent Session A
10:45–12:00

<table>
<thead>
<tr>
<th>A1: Social Marketing</th>
<th>A2: Vehicles 1</th>
<th>A3: Data and Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>HICKINBOTHAM HALL</td>
<td>GALLERY ROOM</td>
<td>VINES ROOM</td>
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<tr>
<td>Sponsored by Motor Accident Commission (MAC)</td>
<td>Sponsored by Australasian New Car Assessment Program (ANCAP)</td>
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Information to support road safety communication
McColl
Applying the principles of behaviour change to road safety in South Australia
Davidson
An unacceptable truth: changing the road safety conversation with young drivers to save those most vulnerable on our roads
Boehm
How safe is your car.com.au - past, present and future
Collins

Pedestrian protection in vehicle impacts: demystifying pedestrian testing procedures and assessment
van den Berg
Computer modelling of a test device for investigating injury causes in vehicle rollovers
Mongiardini
Crash protection level afforded by additional third-row seats. Part 2: proposed seat design
Suratno

How do different definitions of 'serious injury' overlap? A case study based on TAC compensated traffic injuries in Victoria (2006-2010)
Nieuwesteeg
Statistical errors in anti-helmet arguments
Olivier
An evaluation of the methods used to assess the effectiveness of mandatory bicycle helmet legislation in New Zealand
Wang
Thursday 7th November

Lunch
12:00–12:45

ABC’s Big Ideas Radio Program*
12:45–14:00 HICKINBOTHAM HALL
Panel discussion - How the media portrays road safety and how could this be more effective

Host: Paul Barclay
Panelists: Lauchlan McIntosh (ACRS); Professor Ian Johnston (road safety expert); Paul Bongiorno (Network Ten); Paul Willis (RIAUS)

* recorded for future broadcast

Concurrent Session B
14:00–15:30

B1: Communications
HICKINBOTHAM HALL
Sponsored by Centre for Automotive Safety Research (CASR)

- Who we talk to and what we talk about in our road safety conversations
  - Small
- Media distortion and blogger fiction in reporting and discussing road safety research outcomes
  - Grzebieta
- Workplace safety: a review of best practice for mass media campaigns
  - Wundersitz
- Promoting a more positive traffic safety culture in Australia: lessons learnt and future directions
  - Fleiter

B2: Vehicles 2
GALLERY ROOM

- Correlation between truck combination length and injury risk
  - Fagerlin
- Motorcyclist perceptions of risk when riding
  - Weissenfeld
- ANCAP stars on cars dealership program - increase sale of 4 and 5 star rated cars
  - Leyson
- Reducing vehicle accident rate and severity through technology
  - Liersch

Special Workshop
VINES ROOM
Workshop on models for forecasting changes in crash numbers in response to road safety interventions

Speakers:
- Mr Johan Strandroth
  Swedish Roads Administration, Sweden
- Assoc Prof. Robert Anderson
  Centre for Automotive Safety Research
- Dr Bruce Corben
  Corben Consulting
- Dr David Logan
  Monash University Accident Research
- Mr Giulio Ponte
  Centre for Automotive Safety Research

Afternoon tea
15:30–16:00
# Thursday 7th November

## Concurrent Session C

**16:00–17:15**

<table>
<thead>
<tr>
<th>C1: Communicating Risk</th>
<th>C2: Speed</th>
<th>C3: Youth</th>
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<tbody>
<tr>
<td>HICKINBOTHAM HALL</td>
<td>GALLERY ROOM</td>
<td>VINES ROOM</td>
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<td>Sponsored by Department of Planning, Transport and Infrastructure (DPTI)</td>
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### C1: Communicating Risk
- **Motorcycle safety - is the message getting through?**
  - Lennard
- **Mobile phone use and driving: the message is just not getting through**
  - Rowden
- **Communicating the cycling safety message - everyone has the right to ride in safety for work and play**
  - Johnson
- **Examining gender differences in drivers’ thoughts and feelings about different outcomes of speeding: implications for future anti-speeding messages**
  - Lewis

### C2: Speed
- **The NOW 100 speed limit changes in South Australia**
  - Holmes
- **Speed - the biggest and most contested road killer**
  - Grzebieta
- **The accuracy of determining speeding directly from mass crash data and using the NSW Centre for Road Safety method**
  - Doecke
- **Mobile marked and unmarked speed cameras: their time and distance halos and relative effectiveness in reducing speeds**
  - Frith

### C3: Youth
- **Methodology and broader implications of young driver research published in Traffic Injury Prevention in the past five years**
  - Scott-Parker
- **Regional pilot of a restricted P1 Provisional licence**
  - Ma
- **Electronic logging - ensuring a safer youth on our roads**
  - Sabljak
- **Passenger and night-time restrictions for Provisional 1 licence holders in South Australia – a crash database analysis**
  - Holmes

## Pre-Dinner Drinks

**18:30–19:00** HICKINBOTHAM HALL

## Dinner

**19:00** HICKINBOTHAM HALL

- ACRS Fellowship award
- 3M Road Safety Award presentation
- Guest Speaker: Barry Cohen
Friday 8th November

**Introduction, Keynote Address and Discussions**

**09:00–10:15 HICKINBOTHAM HALL**

**Dick Albin, Chair**
US Academy of Sciences Transportation Research Board’s AFB20 Roadside Safety Design Committee

*Strategic approach to reducing injuries from roadway departure crashes in the United States*

**Associate Professor Daryl Wall, AM**
Royal Australasian College of Surgeons; Chair, Trauma Committee

*Evidence driven strategies in trauma prevention and trauma care quality improvement*

**Morning Tea**

**10:15–10:45**

Sponsored by RAA

**Concurrent Session D**

**10:45–12:00**

<table>
<thead>
<tr>
<th>D1: Catering for Pedestrians and Cyclists</th>
<th>D2: Infrastructure 1</th>
<th>D3: Management and Enforcement</th>
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</thead>
<tbody>
<tr>
<td>HICKINBOTHAM HALL</td>
<td>FERGUSON ROOM</td>
<td>VINES ROOM</td>
</tr>
<tr>
<td>Pedestrian safety - an inclusive approach</td>
<td>Targeting high risk intersections</td>
<td>Corporate road safety: an opportunity to reduce the road toll through integrated research, policy and practice</td>
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<tr>
<td>Maplesden</td>
<td>Durdin</td>
<td>Sochon</td>
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<tr>
<td>An investigation of behaviour and attitudes relevant to the user safety of pedestrian/cyclist shared paths</td>
<td>Assessing our national highway network: highway reviews and AusRAP - a combined approach</td>
<td>Integrated road safety in New South Wales</td>
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<tr>
<td>Hatfield</td>
<td>Bishop</td>
<td>Brooks</td>
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<tr>
<td>A multi-stage, multi-faceted approach to addressing ‘car door ing’ in inner Melbourne</td>
<td>Urban KiwiRAP: road safety assessment programme</td>
<td>Is drug driving the new drink driving? The S.A. Police drug driving enforcement approach</td>
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<tr>
<td>Bolitho</td>
<td>Durdin</td>
<td>Fauser</td>
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**Lunch**

**12:00–12:45**

**Special Session**

**12:45–13:15 HICKINBOTHAM HALL**

Includes a presentation from 2012 3M Road Safety Award winners:

Helen Lindner & Barbara Minuzzo - *Transportation of children and youth with additional needs (Project TOCAN)*
# Friday 8th November

## Concurrent Session E  
13:15–14:30

<table>
<thead>
<tr>
<th>E1: Education</th>
<th>E2: Infrastructure 2</th>
<th>E3: Human factors</th>
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<tr>
<td><strong>HICKINBOTHAM HALL</strong></td>
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<td><strong>VINES ROOM</strong></td>
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</table>
| The Safe System in practice - a sector wide training programme  
Climo  
Good practice road safety education and community road safety  
Harris  
Walking on both legs - combining the evidence base of early childhood education and road safety  
Hydon  
Developing a safer drivers course for young learner drivers  
Ma | Are traffic signs too bright?  
Batchelor  
Wire rope barrier monitoring system (load cell communication) – an overview  
Dua  
Outcome based management of roadside hazards  
Moon | Reassessing action on driver fatigue: driver responsibility for fatigue risk management  
Williamson  
Sleepiness: how a biological drive can influence other risky road user behaviours  
Watling  
Identifying the determinants of concealed and obvious texting while driving: are they distinct behaviours?  
Gauld  
Best practice in alcohol ignition interlock schemes  
Bailey |

### Wrap Up Session  
14:30–15:30 **HICKINBOTHAM HALL**

Speakers: Professor Mary Lydon (CASR), Professor Ann Williamson (TARS), Professor Narelle Haworth (CARRS-Q)

Leading academics provide their reflections on the conference and outline their ideas for future road safety directions

Paper Award Presentations

### Conference close  
15:30