



## POST-EVENT SUMMARY OF OPENING PLENARY SESSION AT ARSC2015 (As at 22 October 2015)

**Thursday 15 October: 10:30am – 11:30pm**

Arena 1B

### **Thursday 2nd Plenary Session**

**Mr Mark Textor (Chairman, Amy Gillett Foundation & Managing Director, Crosby|Textor Group)**  
**Dr Marilyn Johnson (Amy Gillett Foundation)**

#### Summary (Prepared by Therese Back, ACRS):

David Healy, Vice President of the Australasian College of Road Safety, opened the morning Plenary with an acknowledgement to the traditional land owners and then welcomed **Mark Textor**, Managing Director, Crosby|Textor Group and Chairman of the Amy Gillett Foundation.

Mr Textor gave an insightful presentation titled “Road Safety Advocacy: A Bike Riding Pollster’s Perspective”.

- Effecting behavioural change is hard
  - we need real people taking real action
  - behaviourally, between bikes and cars, it is still seen as us and them
- Law legislating behaviour is important for road safety
  - laws will nationally raise awareness
- The introduction of “A meter matters” started a national debate
  - ACT, NSW, QLD, VIC, TAS, SA and WA are either trialling or introducing legislation on minimum overtaking distances
- The debate created a secondary effect
  - the profile of road safety issues was raised which prompted greater debate on other issues such as infrastructure
- Starting the debate was the easy part, the hard part is the future
- Behaviour and technology are dangerous – the world is asymmetric
  - Amy Gillett Foundation still focuses on behaviour
    - we need to have shared respect – it’s a two way street
      - riders need to be more responsible and patient and car drivers need to be patient as well
  - now with technology, there is so much data – it’s encouraging but also challenging
    - cyclists in the US use an app to find the safest cycle path

- there is now behaviour enabling technology, e.g. Strava, which lets you track your riding with GPS, join Challenges, share photos and follow friends
  - this can also raise problems i.e. there is a specific route in Sydney that cyclists are using to meet/beat time records up to 60kms per hour – what about pedestrians
- Road safety needs to be like a political campaign
  - lots of planning
- Remember when reaching out to federal levels to target appropriately
  - Ministers like to meet leaders
    - CEO, visiting Professors, those in high level positions
  - Ministerial advisors like papers that they can draw on to inform the Minister
  - Departments like large amounts of information so they can draft papers for the Ministers Office
    - As technical as possible, almost drafted legislation
  - need awareness – technology, statistics
  - understanding – not just about the safest things, but how road users interact
  - credibility – data to show why accidents exist and occur and how they can be avoided
  - motivational elements – Ministers understand emotional elements

**David then introduced Dr Marilyn Johnson.** Dr Johnson's presentation, "How a diamond made trucks glow in the dark" outlined the Cycle Safe Communities and It's a Two-Way Street Initiatives as well as David Lee's visit to 3M's Global Innovation Centre and Headquarters in the USA.

- Cycle Safe Communities is an online platform where organisations and individuals can access high quality cycling safety messages in one location
  - established in July 2012 and is now in every state and territory
- The 3M-ACRS Diamond Road Safety award was won for one specific campaign – It's a two-way street
- The campaign included 17 key road safety messages
  - An overarching message of mutual respect
  - 8 messages that targeted driver behaviour – e.g leaving a metre when overtaking and safe door opening behaviour
  - 8 messages targeting cyclists – like using lights at night and stopping at red lights
- The visits to 3M's Innovation Centres in Sydney and the US sparked new ideas in Australia and brought together 3M technology with one of the AGF's corporate partners, Toll.
- David became aware of a fatality that occurred when a motorist crashed into the unlit trailer of a large truck
  - approached Toll regarding the use of light activated high visibility tape
    - 21 trucks by end of 2015
    - 200 B double planned for 2016/17
- Cyclist visibility is still a huge issue
- The percentage breakdown of cyclist crashes in Victoria low light/night are
  - 27% fatality
  - 41% = no bicycle lights
  - 17% serious injury
  - 11% other injury
- Technology similar to that used on the Toll trucks could be used by cyclists
- Initial product assessments by 3M are exciting
- 3M are interested in collaborating with you – road safety practitioners and researchers to develop the best products for Australian bike riders
  - Please contact 3M if you are interested in passive visibility products