Pedestrian and Cyclist Safety National Conference

9 June 2006, Transport Accident Commission, Melbourne

Proudly sponsored by:

[Logos of sponsors]

Australasian College of Road Safety
The What and How of Safer Systems for Road Safety in WA: Closing the gap between knowledge and action.

Iain Cameron
Executive Director
Office of Road Safety
June 2006

Pedestrian and Cyclist Safety National Conference
The Starting Point

Man is the ‘measure of all things’

- Physical properties
  - humans are vulnerable
- Psychological properties
  - humans are fallible
The journey to improved safety

1. Set ambitious targets.

2. Countries with large problems – focus on seatbelts, drink driving, speeding. Legislation, enforcement and education most effective.
3. Countries with slowing improvement

move to safer systems integrated approach:
- safer behaviours
- safer vehicles
- safer roads including safer speeds
The Gap between Knowledge and Action

- Fundamental difference between helicopter view and bumper bar view of road safety problems
- Some problems are evident, some are hidden to most (Rumar)
  - 1st order – eg speeding
  - 2nd order – eg enforcement
  - 3rd order – eg management
- Limits support for implementation
“Accidents arise in the main from the taking of small risks a very large number of times. A thousand-to-one chance against an accident may not be rated very high, but for every thousand people who take it there will be an accident”.

Lennox-Boyd, Minister for Transport, in the foreword to the 1954 edition of Road Accidents Great Britain

Risk escalates with speed, and the speed limit is the mechanism by which society communicates the acceptable level of risk to drivers.
**Media Articles**

**Road safety watchdog calls for 30kmh limits**
Page 1 – West Australian
Saturday 12 November 2005
by Suzannah James

The head of the State Government’s road safety watchdog says the speed limit on any WA roads where there is the chance of a car hitting a pedestrian should drop to 30 km/h.

“Our speed limits in Australia are comparatively very high compared with Europe and the US”, Office of Road Safety executive director Iain Cameron said.

It includes a 30 km/h speed limit on quiet residential roads or any road where there was a chance a car could hit a pedestrian.

“Above that speed a pedestrian is struggling to survive if they are hit,” Mr Cameron said.

“It is a question of how bold we want to be,” Mr Cameron said. “People make mistakes on the road. We need to put a road environment in place which is more forgiving of driver error.”

---

**40 KMH LIMIT**
Council approves go-slow trial for Australind-Clifton Park
South Western Times
Thursday, 25 May 2006
by Gary Kleyn and Jaime Muirhead

Drivers in Australind, Leschenault and Clifton Park will be forced to slow down to 40 km/h from October following a Harvey Shire Council decision this week.

Harvey councillor Francis Burgoyne has attended many crash scenes in his role as a volunteer with the Brunswick Junction Volunteer Fire and Rescue Brigade and based on this experience he voted against the trial.

**P&C president welcomes new limits**
Australind Primary School Parents and Citizens Association president Wayne Field welcomed the Harvey Shire Council’s decision, but wanted Paris Road to be included in the school zone.

---

**Bleeding hearts alienate public with 40 km/h plan**
South West Times
Thursday 25 May 2006
by The Crow – Billy Kerr

Whoever thought up the idea to even contemplate running a trial to assess the merits of reducing speed limits from 50 km/h down to 40 km/h must have been really having a bad day at the office.

Urban planning in its most basic of formats has changed little over the past century or two and the co-existence of pedestrians and vehicles of ancient and modern description has always been to the detriment of the pedestrian.

Forcing the modern car to slow down will still not stop the silly kids running out onto the road chasing a football and will not help the inattentive in making wrong decisions when they come into conflict with cars.
The “How” is different in 2nd Generation Policies

Demand Push (Hard way)
- legislation, enforcement, Govt $

Demand Pull (Soft way)
- cooperation, benchmarking, feedback, marketing

Process -> Decision

- Roads
- Vehicles
- Road Users

Safe Road Transport system without SI’s and Deaths
Novice Drivers

Stronger protections for young new drivers are the focus of changes to drivers' licences, Community Safety Minister John Kobelke said today.

"Research evidence shows new drivers are most susceptible to death or serious injury on the roads in the first six months of driving," Mr Kobelke said.

"That is why we are targeting this period as a time when supervision, restricted driving hours and focused attention are brought to bear on young new drivers to help keep them and other road users alive."

Under the changes, new drivers will have:

• night-time driving restrictions for provisional drivers in the first six months of their P-period;
• peer passenger restrictions for provisional drivers in the first six months of their P-period;
• zero BAC limit for learner and provisional drivers;
• graduated demerit point system and warning letters;
• six months’ minimum on the Phase Two Learner period;
• learner's permit to be valid for three years (instead of one) without renewal fee; and
• tightened requirements for supervisory drivers, including zero Blood Alcohol Concentration (BAC) limit.

The Minister said young drivers between 17 and 24 years were over-represented in the State's road toll.

"These young people account for 28 per cent of road fatalities and 30 per cent of hospitalisations but are only 14 per cent of all licence-holders," he said.

"Last year there were 163 road fatalities and 54 of them from this young driver group. That is simply unacceptable when about a third of the drivers killed on the roads are our young adults.

"Just as frightening is the fact that last year 335 people in cars were brain or spinal-injured in accidents. Road trauma costs Western Australia $2billion a year and makes a lifetime impact on the future of those young people involved and their families."

Mr Kobelke said targeting inexperience was the way to ensure novice drivers were able to recognise and avoid high-risk situations.

"We make no apologies for trying to save lives on our roads, particularly when young people - who have the most to lose - are involved," he said.

"These changes put WA at the forefront of driver safety and will help prepare young drivers for a lifetime of safe driving."
Level of agreement with the general concept of each recommendation (Base: random sample)
Safer Vehicles - Partnerships

1. Strong partnerships with manufacturers
2. Strong partnerships with companies (fleets)
3. Support/leadership of Euro NCAP for consumer demand
4. Communication
Volvo Motto

“CARS ARE DRIVEN BY PEOPLE. THE GUIDING PRINCIPLE BEHIND EVERYTHING WE MAKE AT VOLVO, THEREFORE, IS – AND MUST REMAIN – SAFETY”.
Assar Gabrielsson and Gustaf Larson, the founders of Volvo.

“BILKAR KÖRS AV MÄNNISKOR. GRUNDPRINCIPIEN BAKOM ALLT VI GÖR PÅ VOLVO ÄR DÄRFÖR – OCH MÅSTE ALLTID VARA – SÄKERHET”.
Assar Gabrielsson och Gustaf Larson, Volvos grundare.
2nd Generation Communication
eg Intelligent Speed Adaptation (ISA)

- Create demand (pull) for ISA
- Support not control driver
- Simple system (alert)
- Fleets and community
2nd Generation – Cooperation and Commitment to Action

- Work cooperatively with system designers (private enterprise) for active commitment.
- European (EU) Road Safety Charter.
- Swedish “OLA”.
- Beyond awareness and education.
0 = Objective data

L = List of solutions

A = Addressed action plans

It must not happen again!

OLA - a systematic collaboration for safer road traffic

“It must not happen again!”
OLAs

• Heavy vehicles, buses, mopeds, alcohol
• Winter roads, young drivers, motorcycles
• Engaged, committed senior partners
• Shared responsibility, pragmatic, no blame, evidence driven
Recommendations

• Focus on effective implementation of current “safe system” strategy for WA

• Stimulate demand for safety by using 2nd generation methods for safer roads, vehicles, reducing travel speeds.

• Promote shared responsibility for active commitment to action. How can we work together?
Thank you

Any Questions?
Pedestrian and Cyclist Safety
National Conference

9 June 2006, Transport Accident Commission, Melbourne