

## 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

<b>A1: Social Marketing</b> HICKINBOTHAM HALL Sponsored by Motor Accident Commission (MAC)	<b>A2: Vehicles 1</b> GALLERY ROOM Sponsored by Australasian New Car Assessment Program (ANCAP)	<b>A3: Data and Methods</b> VINES ROOM
Information to support road safety communication <b>McColl</b>  Applying the principles of behaviour change to road safety in South Australia <b>Davidson</b>  An unacceptable truth: changing the road safety conversation with young drivers to save those most vulnerable on our roads <b>Boehm</b>  Howsafeisyourcar.com.au - past, present and future <b>Collins</b>	Pedestrian protection in vehicle impacts: demystifying pedestrian testing procedures and assessment <b>van den Berg</b>  Computer modelling of a test device for investigating injury causes in vehicle rollovers <b>Mongiardini</b>  Crash protection level afforded by additional third-row seats. Part 2: proposed seat design <b>Suratno</b>	How do different definitions of 'serious injury' overlap? A case study based on TAC compensated traffic injuries in Victoria (2006-2010) <b>Nieuwesteeg</b>  Statistical errors in anti-helmet arguments <b>Olivier</b>  An evaluation of the methods used to assess the effectiveness of mandatory bicycle helmet legislation in New Zealand <b>Wang</b>

# 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

<b>B1: Communications</b> HICKINBOTHAM HALL Sponsored by Centre for Automotive Safety Research (CASR)	<b>B2: Vehicles 2</b> GALLERY ROOM	<b>Special Workshop</b> VINES ROOM <i>Workshop on models for forecasting changes in crash numbers in response to road safety interventions</i>
Who we talk to and what we talk about in our road safety conversations <b>Small</b>  Media distortion and blogger fiction in reporting and discussing road safety research outcomes <b>Grzebieta</b>  Workplace safety: a review of best practice for mass media campaigns <b>Wundersitz</b>  Promoting a more positive traffic safety culture in Australia: lessons learnt and future directions <b>Fleiter</b>	Correlation between truck combination length and injury risk <b>Fagerlind</b>  Motorcyclist perceptions of risk when riding <b>Weissenfeld</b>  ANCAP stars on cars dealership program - increase sale of 4 and 5 star rated cars <b>Leyson</b>  Reducing vehicle accident rate and severity through technology <b>Liersch</b>	<b>Speakers:</b>  <b>Mr Johan Strandroth</b> Swedish Roads Administration, Sweden  <b>Assoc Prof. Robert Anderson</b> Centre for Automotive Safety Research  <b>Dr Bruce Corben</b> Corben Consulting  <b>Dr David Logan</b> Monash University Accident Research  <b>Mr Giulio Ponte</b> Centre for Automotive Safety Research

**Afternoon tea**  
15:30–16:00

# Thursday 7th November

## Concurrent Session C

16:00–17:15

<b>C1: Communicating Risk</b> <b>HICKINBOTHAM HALL</b>	<b>C2: Speed</b> <b>GALLERY ROOM</b> <b>Sponsored by Department of Planning, Transport and Infrastructure (DPTI)</b>	<b>C3: Youth</b> <b>VINES ROOM</b>
<p>Motorcycle safety - is the message getting through? <b>Lennard</b></p> <p>Mobile phone use and driving: the message is just not getting through <b>Rowden</b></p> <p>Communicating the cycling safety message - everyone has the right to ride in safety for work and play <b>Johnson</b></p> <p>Examining gender differences in drivers' thoughts and feelings about different outcomes of speeding: implications for future anti-speeding messages <b>Lewis</b></p>	<p>The NOW 100 speed limit changes in South Australia <b>Holmes</b></p> <p>Speed - the biggest and most contested road killer <b>Grzebieta</b></p> <p>The accuracy of determining speeding directly from mass crash data and using the NSW Centre for Road Safety method <b>Doecke</b></p> <p>Mobile marked and unmarked speed cameras: their time and distance halos and relative effectiveness in reducing speeds <b>Frith</b></p>	<p>Methodology and broader implications of young driver research published in Traffic Injury Prevention in the past five years <b>Scott-Parker</b></p> <p>Regional pilot of a restricted P1 Provisional licence <b>Ma</b></p> <p>Electronic logging - ensuring a safer youth on our roads <b>Sabljak</b></p> <p>Passenger and night-time restrictions for Provisional 1 licence holders in South Australia – a crash database analysis <b>Holmes</b></p>

**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

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

### 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

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

## 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**