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While we look for new ones for tomorrow.

* Fibremakers is now a division of Du Pont



ROADWISE

The Journal of the Australian College of Road Safety



Vol. 3. No. 4, Summer, 1990/91

Road Trauma Memorial

December 22 has returned on the calendar (1990). One year has past since the fateful crash, involving two buses, at Clybucca Flat, north of Kempsey NSW, on the Pacific Highway. This crash claimed thirty five lives and another forty were injured.

The tragedy was brought to public attention on the first anniversary with the dedication of the Clybucca Memorial Garden, adjacent to the crash site.

This was a project of the Lions Club. Some \$20,000 was raised by Lions Districts N2 and N3 and expended on the purchase of land, site preparation, 6,000 bricks, 1800 metres of treated pine timber, 60 litres of paint and 25 metres of concrete. In addition, individuals and local nurseries have made donations of shrubs and plants.

It is a fitting memorial and when the editor of "RoadWise" visited the garden for thirty minutes on Boxing Day, there was a constant stream of visitors who contemplatively strolled and inspected the memorial plaques. The visitors were obviously impressed by the memorial and mindful of the tragedy.

At the official dedication, the majority of those involved in the crash, as well as families of the lost loved ones were present. Other people who attended were members for Cowper and Port Macquarie, Garry Nehl and Bruce Jeffery and the District Governor of Lions Terry Hedges and other club members and local dignitaries.

All recalled the horror. Some recalled the enormous task and the teamwork necessary after the crash. This



involved ambulance, fire brigade, SES, police, hospital and ministers' fraternal and many concerned volunteers.

The dedication of a memorial provided the opportunity to bring the tragedy to public attention and will remain

as a permanent reminder. However, as always is the case, the suffering, loss, grief and helplessness of the survivors and families of the deceased needs no reminders. This is road trauma!!

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No payment is offered for articles sub-
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All articles should be clearly expressed
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traffic education.

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Editorial

There is need for a more balanced
view in the community of aspects of
road safety and a greater sense of indi-
vidual and collective responsibility is
required.

There is often much criticism of the
standard of our roads and a call for
greater levels of government funding to
improve this situation. While it may be
important for organisations, such as
those representing large numbers of
road-using motorists, to bring pressure
for a larger proportion of road and fuel
taxes to be allocated for road develop-
ment and maintenance, this emphasis
must not detract from the importance of
human attitudes and behaviour as the
cause of road trauma. The facts show
that, while safer vehicles and a safer
traffic environment are important, some
90% of causal elements are attributable
to human error, negligence and some-
times mere stupidity.

Given the enormous task of building
and maintaining a road system in the
vast area of Australia and the lack of
highways of freeway quality in the ma-
jority of cases, drivers should develop
skills and roadcraft to safely travel ex-
isting roads and also adopt an attitude to
drive at appropriate speeds and in a
suitable manner to suit the conditions in
any particular location.

It is also interesting to notice the
readiness of some local governments to
declare with large expensive signs that
the quality of roads in their area is not
their responsibility but that of "the gov-
ernment". If the facts were known, per-
haps the responsibility is close to home
after all. It depends on how priorities
are allocated to the network of roads in
the region and how efficiently the
council's engineering and works or-
ganisation has used the available funds,
some of which would have come from
a state or federal government budget.

Furthermore, the psychology of the
motorist is such that self assessment of
driving skill is mostly over-rated. Cer-
tainly, in self defence, an excuse other
than a person's own failing is usually
found when a collision or a near miss
occurs in traffic. The editor recently
read a poem which we all should re-
member when motoring.

You watch the one who drives ahead
And the one who drives behind;
You watch to the left, and watch to
the right,
And drive with a calm clear mind.

But the one you really have to watch
On the highway, you will find,
Is the one behind the one ahead,
And ahead of the one behind.

**Road Safety -
An Inter-Disciplinary Problem****Dr Brian H Connor - President of A.C.R.S.**

**It is becoming increasingly
recognised that the solution to
road safety problems requires
an inter-disciplinary approach.
This was exemplified by the
original 'Bike Plan' and its four
'E's' strategies of Engineering,
Education, Enforcement, En-
couragement (more recently
expanded by the addition of
Equipment and Evaluation). In
fact, bicycle safety programmes
do not realise their full poten-
tial without the simultaneous
utilisation of all the professional
skills identified in these strate-
gies.**

Engineering advances continue to
make a major contribution to road safety
in Australia and, as these developments
become even more sophisticated, the
role of educators in ensuring their imple-
mentation becomes critical. Educators
may feel marginalised in road safety
debates and engineers may be unsure of
implementation practices but the role of
both professions is critical in the promo-

tion of a safer Australia.

Engineering road safety advances
may be considered at three levels:-

1. Major engineering works, eg., high-
way construction.
2. Intermediate engineering pro-
grammes, eg., local area traffic man-
agement
3. Minor engineering applications, eg.,
seat belts or bicycle helmets.

The suggested hierarchy of engi-
neering developments is not listed as a
measure of their contribution to road
safety but to highlight possible differ-
ences in the relationship between engi-
neering and educational involvement at
each level. The more major engineering
programmes will need a broader com-
munity educative approach whereas the
equipment applications (level three) are
more a matter of individual responsibil-
ity. All engineering advances however,
need to be included in the traffic educa-
tion process.

It is important to stress that road
safety should be part of the training
programmes, not only of engineers and
educators, but also other professionals -
police, ambulance, lawyers and medical
practitioners (primary and specialist).

Briefly

Dr Jamie Hendrie, through direct
experience of head injuries at Mel-
bourne's Austin Hospital is an avid be-
liever in safety helmets. He and the
members of his family now wear helmets
when travelling in their car. Dr Hendrie
believes that this practice is a logical
extension of bike and motorcycle helmets
and that if this measure could be intro-
duced, there would be a 20 - 50 percent
reduction in head injuries.

The road toll in Queensland during
1989 resulted in 428 deaths, 4,075 serious
injuries and innumerable minor injuries
and property damage at a total cost es-
timated at 1.137 billion dollars
(Travelsafe Committee, Queensland
report).

**Bribery
Detracts from
Road Safety**

Commissioner Ian Temby Q.C., in
the Independent Commission Against
Corruption report, named 61 people
involved in a corrupt system which
regularly allowed incompetent drivers
on to New South Wales roads. The
named people included driver examiners
and motor registry officials. It is
reported that at least \$3 million was paid
to the accused officials during the last
decade in exchange for favoured treat-
ment in the granting of licences.

The report identified a possible im-
pact on road safety. Some of those
granted licences through corruption were
incompetent and "it was not drawing a
terribly long bow" to consider death and
injury as a necessary consequence.

There was also a rebuke for the De-
partment of Transport (now the Roads
and Traffic Authority). The failure of
the Department to take action on previous
reports of this corrupt system virtually
ensured that "the corrupt were encour-
aged". The previous reports had arisen
from a magistrate's inquiry in 1979 and
an undercover operation for a six month
period in 1982.

Mr Temby has noted that the RTA is
showing a willingness to take action to
eradicate the corrupt system and enforce
discipline against the accused officials.

**SAFETY SIGN SERIES**

*This is No. 6 in a series of interesting safety signs.
It is one in a set placed on Victorian roads by the Road Construction Authority
to highlight the danger of fatigued drivers.*

Proudly sponsored by **NRMA**

Driver Safety at Du Pont - An Employer's Perspective

Leo Murphy, Safety Co-Ordinator, Du Pont (Australia) Ltd

Du Pont is a global company with 140,000 employees, 350 of whom work in Australia. Worldwide in 1989 we had 29 employees suffer lost time injuries. This is about 1/20th of industry average and an indication of how important managing safety is to us.

In Australia, nearly half of our 350 people drive cars on company business, eg: product representatives. As Safety Co-ordinator for Du Pont, I am responsible for co-ordinating programmes to ensure the safety, health and environmental well-being of employees, customers and the general public.

Motor vehicle safety is our largest single occupational safety hazard, given the high exposure our employees have to driving activities. It is our largest single source of injury from off-the-job accidents, with a number of employees each year being involved in collisions. We recognise that and other employers need to do likewise. For us, road safety is an occupational health and safety issue. Our skilled workforce is our most valuable asset and we can do without them being killed or maimed on the roads. Our employees are far safer in our chemical plants, warehouses or office, than they are in their own homes. When they work for us using the roads of Australia, we want to be just as confident that they will get home safely.

In general terms, our safety programmes are governed by some key principles which, among other things, state as follows:

Safety Principles

1. All injuries and occupational illnesses can be PREVENTED.
2. Management and Supervision are held responsible and accountable for the safety performance of their units.
3. Training and retraining is ESSENTIAL.
4. Working safely is a CONDITION OF EMPLOYMENT

With that in mind our focus is on driver safety, not ROAD safety. Certainly we need better roads, but we also need better road users. We expect our employees to be those better road users.

What is our programme?

These six elements cover what we do:

1. Management gives PRIORITY to driver performance.
2. Defensive driving is a JOB RESPONSIBILITY.
3. Recognition of EXCELLENCE.
4. Professional skills training.
5. Collisions are reported and investigated to determine "PREVENTABILITY". (Were defensive driving principles used?)

6. Self assessment and peer assessment on regular basis.

What is our record?

We have run at 15-25% of the general community rate published for NSW for some years. "Preventable Accidents" cover a far more comprehensive standard in the context of defensive driving behaviour than fault/no fault. For 1989, our rate has been about the same as the general community. In our terms, disastrous in fact and in trend. It has been a cause for much analysis. Many of these collisions resulted from momentary lapses in concentration or judgement as part of a pattern of behaviour which was flawed. I might say many of these accidents would not rate on RTA statistics. None of the 16 accidents required exceptional car control skills. They all needed the basic application of defensive driving technique.

If people know how to drive safely, why don't they? What part of our programme needs adjustment? The technical and training support is well focussed on our needs. An additional item to add to our 6 programme elements above is a 7th, and perhaps the most difficult.

7. Consistent, unwavering application
- * individual priorities
 - * managing distraction and stress
 - * honesty in commitment

I hypothesise we need to work on the:

- * drivers internalising the need to value defensive driving behaviour
- * drivers self managing, self talking their priorities

My conclusion is: To achieve mediocrity you simply need to show up, whatever the endeavour. To achieve excellence needs commitment. Where does excellence come from? In driving, that commitment is a very personal thing - no one else can do the driving for the driver. Du Pont's policy is to penetrate belief systems and to influence that. We need to establish the environment in which defensive driving principles are internalised, valued and applied. In fact "to swim against the tide, we need a religious belief".

What do we ask of employees?
(Continued on next page)

NSW Traffic Education Centre Takes Shape

The 20 hectare site of the New South Wales Traffic Education Centre, which was secured by a community committee in Armidale almost a decade ago, is now taking shape. The earlier efforts in this community based project had developed facilities valued in excess of \$1 million from donations in finance and kind from businesses, service clubs, individuals and government sources. With the injection of almost \$2.5 million from the Roads & Traffic Authority and the Education and Training Foundation during 1990, the Board of Directors has been able to embark on major capital works and increase its staff strength.

In his announcement of government support for the centre, the Premier of NSW, Mr Nick Greiner, said that it is an expression of his government to pursue all possible avenues to reduce motor vehicle and other road accidents throughout New South Wales. "NSWTEC encompasses a unique approach combining research, education and practical driver and rider training programmes in a controlled environment. This leads me to believe that NSWTEC is poised to become a world class centre and will play a major role which will lead to improved attitudes to road safety by everyone who uses the roads", Mr Greiner said.

Mr Peter Moody, General Manager of NSWTEC, identified the 2 hectare manoeuvring area as a major feature of the centre. This steel float finished, concrete area will be the largest "skid pan" in Australia. It will be used for driver training exercises including defensive techniques for control of steering, rectifying skidding vehicles and emergency braking. "Our 1.275 km road circuit follows the natural terrain. It will include off-camber sections to teach driving techniques in correct line" said Mr Moody. There will also be a gravel circuit which is important for training of country drivers. Other specially designed areas will be set aside for training 4 wheel drive vehicle drivers and ag bike riders.

(Driver Safety at Du Pont cont.)

Not that the whole world be injury free forever! Simply that each individual be accident free on a daily basis. It is the same standard applied to our manufacturing plants. And it needs a great deal of tangible support and management by the employer.

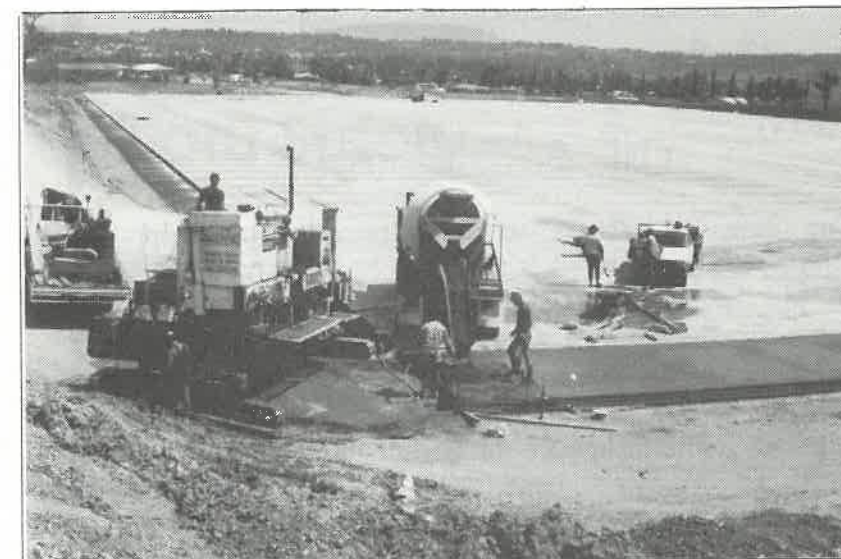
been training other instructors for the expected 25 NSW centres at the NSW Traffic Education Centre.

Within the NSW Traffic Education complex is the recently located RTA Driver Education Unit. A team of Behavioural Scientists at the Unit will be involved in researching, developing and evaluating programmes for the education and training of road users.

There will be an official opening of the centre by Premier Nick Greiner on March 16, 1991.



The NSW Traffic Education Centre at Armidale



The 2 hectare manoeuvring area or "skid pan" which is being laid in 27 runs of 4 metre wide, steel floated concrete.

Drive For Your Life

One of the recognised solutions to reduce the number of fatal and serious injuries from accidents is better driver training. Shell Australia and the Driver Education Centre of Australia formed a non-profit joint venture to produce a video-based driver education programme aimed at 15-17 year old youths. The programme is entitled "Drive For Your Life" and includes seven videos plus leader's notes and suggested student activities.

In Australia there is an over repre-

sentation of young people in traffic accidents: 35% of all drivers killed in road mishaps are under 25 years of age.

This programme provides a comprehensive training programme that the project team hopes will be provided to every secondary school in Australia by community groups.

Information about "Drive For Your Life" can be obtained from local Shell service stations or from D.E.C.A., PO Box 1742, Shepparton, Victoria, 3630. Telephone (058) 21 1099.



DRIVER EDUCATION CENTRE OF AUSTRALIA
GOULBURN VALLEY DRIVER TRAINING COMPLEX LTD. INC. IN VICTORIA
WANGANUI ROAD, P.O. BOX 1034, SHEPPARTON, AUSTRALIA 3630.
TELEPHONE (058) 21 1099 - FAX (058) 22 2472



New South Wales Traffic Education Centre

Training For Survival

COURSES:

- Car Driver Update (1 day) – improve basic driving skills
- Car Control (3 days) – more extended training
- Professional Driver (3 days) – occupational drivers
- 4WD Off-Road Course (2 days) – professional & recreational drivers
- 4WD Vehicle Recovery (1 day) – jacks, chains, winches, etc.
- 4WD On-Road Course (3 days) – specialised professional driver course
- Motorcycle, including pre-licence training courses
- Enquiries are invited from school groups about road safety courses, including bicycle education, pedestrian and passenger behaviour and other pre-driver training.
- General enquiries are invited about new courses being developed and about use of facilities for corporate product trials, demonstrations and marketing promotions.

Some of the courses have "eligible training status" when included in a staff training program.

Certificates are issued on satisfactory completion of courses.

PO Box 999
(Cnr Mann Street & Castledoye Road)
Armidale NSW 2350
Telephone: (067) 72 8688
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NEW MEMBERS

The following are new members of the
Australian College of Road Safety

Corporate

Skilled Drivers of Australia Limited
Royal Automobile Association of South Australia Inc.
Queensland Driver Education Centre
Travelsafe Committee of Queensland Parliament
Department of Education, Queensland
Department of Transport & Communications

Personal

Mr Patrick Ferguson (Driving School Principal,
Christchurch N.Z.)
Dr Gillian Evans (Medical Practitioner, New Lambton
Hts., NSW)
Mr A Tierney (Epping, NSW)
Ms Tricia McClure (Traffic Section RTA, Wollongong,
NSW)

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Letters to the Editor

Dear Sir,
I am pleased to introduce you to THINK
- Australia's first national Magazine on
Acquired Brain Damage.
A media release is attached for your
interest. We would be most apprecia-
tive of editorial mention or review in
your publication. Should you require
any additional information on the
magazine, or its publisher, the Traumatic
Head Injuries Network Inc. S.A., please
do not hesitate to contact me on (08)
2237522.
I hope you will enjoy reading THINK
Magazine's pilot issue.

Yours sincerely,

Jo Shearer
Executive Officer Publishing & Editor



Publications



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with the University of New England)*

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Telephone (067) 73 4261 Fax (067) 72 9702

"Steering Novice Drivers Towards Safety",
STAYSAFE 18, Parliament of New South Wales Joint
Standing Committee on Road Safety, ISBN 0 7240 8764
8, December 1990.

"Annual Report", Australian Road Research Board,
ISSN 0313 - 6833, 1989-1990.

"Road Safety Reference Notes", Road Safety Division,
Queensland Department of Transport, July 1990.

"THINK", the Australian Magazine on Acquired Brain
Damage, (new quarterly published by Traumatic Head
Injuries Network Inc. S.A..

"Special Briefing", Australian Road Research Board,
Issue No 1, October, 1990; covering a topic or event of
special interest (ARRB Conference signals changes).

"Annual Report", Roads and Traffic Authority New
South Wales, October 1990.

"VATSET Magazine", published quarterly by the
Victorian Association of Traffic Safety Education
Teachers Inc.

"The Need for Some Form of Compulsory Periodic
Inspections of Passenger Vehicles as an Effective
Means of Reducing Road Crashes and the Severity of
Associated Injuries", and "The Need to Improve the
Standard of Motor Vehicle Repairs as a Means of
Improving Vehicle and Road Safety", Travelsafe
Committee of the Queensland Parliament, Report No.2,
November 1990.

Newsletter, The Road Transport Industry Forum, third
newsletter, October 1990.
(GPO Box 1879, Canberra, ACT, 2601).

"SAFEGUARD", quarterly, the official newsletter of
the Child Accident Prevention Foundation of Australia.

"TRANSCOMMUNICATIONS", newsletter of the
Department of Transport and Communications, No.4,
November/December 1990.

Subaru Safety

At a recent function at the New
South Wales Traffic Education
Centre in Armidale, the Managing
Director of Subaru, Mr Peter
Sturrock, presented a new Subaru
Brumby 4WD utility to the centre.
The Deputy Premier, Mr Wal
Murray, received the vehicle on
behalf of the centre.

"I trust that it will contribute signifi-
cantly to improve driver competence
and safety throughout New South Wales
and ultimately help save lives on our
roads", said Mr Sturrock.

Most recent statistics show that the
Brumby is still Australia's most popular
small 4WD utility, with 3692 units sold
in 1989. Mrs Thelma McCarthy A.M.
expressed thanks on behalf of the Board
of Directors and left no doubt that the
vehicle will be put to good use in the
training programmes at the centre.

Mr Sturrock said that, for more than
15 years, Subaru has marketed vehicles
which themselves make a very positive
contribution in the area of primary safety.
"As those who live in country areas fully
understand, 4WD is not simply for use

in off-road driving. On loose surfaces, in
mud and even on wet bitumen, 4WD
provides the additional grip which can
help the driver maintain control in an
emergency situation", Mr Sturrock ex-
plained.

Since 1978, the Subaru Brumby 4WD
utility has been fitted with 'on-demand'
4WD; by lifting a lever, the 4WD system
is engaged. This enables the vehicle to
operate in front wheel drive on normal
surfaces, ensuring better fuel economy.
A safety feature of the current model is
quadruple quartz halogen headlamps.