



Local Government Road Safety Program Guidelines

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Content

1. OVERVIEW	2
2. FEATURES OF THE LGRSP	2
3. THE SAFE SYSTEM APPROACH	4
4. PARTNER ROLES	7
4.1. TRANSPORT FOR NSW – CENTRE FOR ROAD SAFETY AND CAMPAIGNS & SPONSORSHIPS ...	7
4.2. TRANSPORT FOR NSW – REGIONAL AND OUTER METRO AND GREATER SYDNEY	7
4.3. LOCAL COUNCILS – ROAD SAFETY OFFICER	7
4.4. LOCAL COUNCILS – PROJECT FUNDING ONLY	8
5. FUNDING OF ROAD SAFETY PROJECTS	8
5.1 FUNDING PRINCIPLES	8
5.2 PROJECT SCOPE.....	8
5.3 EVALUATION.....	9
6. FUNDING OF ROAD SAFETY OFFICERS	9
6.1 FUNDING PRINCIPLES	9
6.2 POSITION HR REQUIREMENTS.....	10
7. DEVELOPING THE LOCAL ROAD SAFETY ACTION PLAN	10
7.1 INTEGRATING ROAD SAFETY WITH LOCAL GOVERNMENT PLANNING AND REPORTING	11
7.2 IDENTIFYING ROAD SAFETY ISSUES	11
7.3. PROJECTS TO ADDRESS ISSUES IDENTIFIED.....	12
7.4. EXPLAINING WHY PLANNED PROJECTS WILL BE EFFECTIVE	12
7.5. TIMING	12
7.6. RESOURCES.....	12
7.7. EVALUATION.....	12
7.8. COUNCIL APPROVAL.....	13
7.9. SPECIAL CONSIDERATIONS – ADVERTISING (SEE SECTION 12 FOR MORE INFORMATION).....	13
8. REVIEWING THE ACTION PLAN	13
9. DEVELOPING PROJECT FUNDING APPLICATIONS	13
10. ACTION PLAN, PROJECT FUNDING APPLICATIONS & REPORTING REQUIREMENTS ..	13
11. PROJECT AREAS BASED ON ROAD SAFETY ISSUES AND RISKS	15
11.1 SPEED	15
11.2 DRINK DRIVING	17
11.3 DRUG DRIVING.....	19
11.4 DRIVER FATIGUE.....	21
11.5 SEATBELT AND CHILD CAR SEAT USE.....	22
11.6 DISTRACTION	24
11.7 PEDESTRIAN SAFETY	26
11.8 MOTORCYCLE SAFETY	28
11.9 BICYCLE SAFETY.....	31
11.10 HEAVY VEHICLE SAFETY	33
11.11 ABORIGINAL ROAD SAFETY.....	35
11.12 OLDER ROAD USER SAFETY	37
11.13 SAFETY AROUND SCHOOLS	39
11.14 SCHOOL ROAD SAFETY EDUCATION	42
11.15 EARLY CHILDHOOD ROAD SAFETY EDUCATION	44
11.16 YOUNG DRIVERS	45
11.17 IDENTIFICATION OF ROAD SAFETY ENGINEERING PROJECTS	48
11.18 SAFE SYSTEMS PROGRAM.....	48
12. ADVERTISING	51
13. SPONSORSHIPS	52
14. ROAD SAFETY RESOURCES AND MERCHANDISE	52

1. Overview

In 2018, the NSW Government released the [NSW Road Safety Plan 2021](#) to reset the state's priorities and outline the strategic direction and actions to address key road safety issues. The Plan recognises the critical role local councils play in reducing road trauma and includes a commitment to delivering and refining the Local Government Road Safety Program (LGRSP) which assists NSW councils to reduce the likelihood of deaths and injuries from road trauma in their local communities.

Local councils are well placed to plan, implement and deliver road safety projects relevant to their communities. Councils interact regularly with local residents, schools, government agencies, businesses and other stakeholders. Council officers have a detailed knowledge of their local road networks, traffic management issues and road crash history.

Transport for NSW (TfNSW) works in partnership with local councils to co-fund Road Safety Officer (RSO) positions and contribute funding to LGRSP projects targeting road safety issues at a local level.

The objectives of the LGRSP are:

- Raise the profile of road safety within local government areas (LGAs)
- Consult with internal council stakeholders, in particular through the Local Traffic Committee and relevant local businesses, other government agencies and community organisations, which is integral to the delivery of effective road safety initiatives.
- Deliver regional, state and national road safety initiatives within the local context
- Develop, implement and evaluate evidence-based projects aimed at improving road safety in local communities
- Promote, encourage and support the adoption the 'Safe System' approach to road safety and integrate this within the strategic planning framework for local councils
- Facilitate the involvement of local businesses, other government agencies and community groups/clubs in community road safety

2. Features of the LGRSP

Co-funding is available for approved councils to:

- Employ an RSO (see Section 6) whose tasks will include applying for road safety project funding (up to the amount approved by TfNSW)
- Support road safety projects (see Section 5) to address identified road safety issues in the LGA (up to the amount approved by TfNSW).

The Local Government Road Safety Program provides:

- Professional support for local councils to address local road safety issues
- Funding to support a dedicated behavioural road safety role to your LGA
- Project funding for behavioural and safer system road safety projects

A Program Funding Agreement (PFA) will be implemented between TfNSW and Councils setting out the responsibilities of both parties for delivery of the program.

From July 2021, it is proposed that PFAs be issued to councils every four years to give greater certainty and to ensure road safety goals can be integrated into councils' four-year strategic planning and budget cycles. To begin this transition, councils were

offered new PFAs in December 2018 covering the financial years 2019-20 and 2020-21 to align with current cycles and the NSW Road Safety Plan 2021.

A four-year cycle allows for the longer-term planning and implementation of a strategy. It provides ongoing funding where progress and program performance are satisfactory and requirements outlined in the PFA are met.

Councils will prepare a Local Road Safety Action Plan setting out proposed projects based on local crash data analysis, council priorities, community feedback, and the road safety priorities set out in the NSW Road Safety Plan 2021. The LGRSP database template should be used when preparing the Action Plan, which is subject to TfNSW approval.

All councils are required to demonstrate their financial and in-kind contribution to projects and tasks in their Action Plan and individual project applications.

Projects can include components that support development of council proposals for funding under other road safety programs, for example the NSW Safer Roads Program and Australian Government Black Spot Program. Both of these road safety infrastructure programs fund up to 100 per cent of the cost of the project.

In addition, councils choosing not to employ an RSO can apply for road safety project funding of up to 50 per cent of the cost of the project. This could include a HR component for the cost of personnel to plan and deliver the project. The project should be developed using the Safe System approach (see Section 4).

TfNSW Regional Road User Safety and Sydney Planning teams are the key contact for councils and Road Safety Officers in all aspects of the LGRSP.

All councils wishing to join the LGRSP are encouraged to contact the regional teams to express their interest. All expressions of interest will be carefully considered based on a strategic (risk-based) methodology using local road trauma data and ensuring adequate funding is available.

Councils who are successful in obtaining co-funding will be notified by the TfNSW regional office.

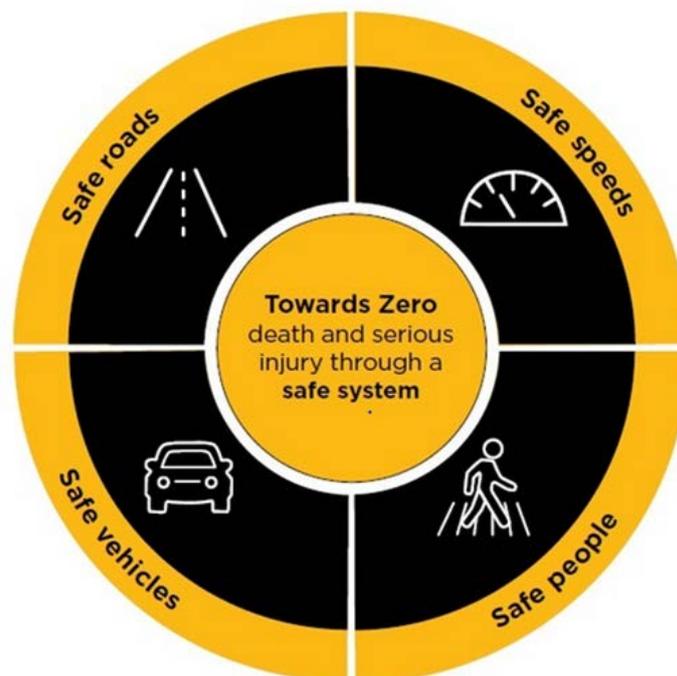
3. The Safe System Approach

The Safe System approach to improving road safety takes a holistic view of the road transport system and the interactions among the key components of that system: Safe Roads, Safe Vehicles, Safe Speeds, and Safe People.

Road safety is a shared responsibility. We all need to make decisions with safety in mind, from the design of our roads and vehicles, investments, laws and education, and each road user acting safely each and every day.

The principles underpinning the Safe System acknowledge that:

- People sometimes don't follow the rules and make mistakes which can lead to crashes; however, no one should die or be seriously injured on the road as a result of these mistakes.
- The human body has a limited physical ability to tolerate crash forces – any impact greater than 30km/h increases the risk of dying significantly.
- Road safety is a shared responsibility among everyone, including those that design, build, operate and use the road system.
- We need to improve the safety of all four parts of the system - roads and roadsides, speeds, vehicles, and people/road use - so that if one part fails, other parts will still protect the person from serious injury or death.



What does the Safe System approach mean for local councils?

Local councils provide local road infrastructure, support local enforcement activities and provide their community with road safety messages and information.

Councils will deliver projects addressing local road safety issues to their community across the whole of the safe system influencing safer people, roads, vehicles and speeds in their local community. Projects will involve elements from each part of the safe system approach. Examples include:

Safe People

- Present 'On the Road 65Plus' workshops to address driving and pedestrian issues
- Work with school communities to address speed, parking, crossings and general road safety around schools
- Promote TfNSW road safety marketing communications relating to Towards Zero, country roads, enforcement, speed, drink driving, fatigue, drug driving, other road safety issues and tactics in line with state-wide priorities
- Provide local publicity to support local police enforcement activities
- Promote use of appropriate gear for motorcyclists
- Promote the 'Road Safety and Your Work, A Guide for Employers' to local employers and within council, including safe driving practices for council staff.

Safe Vehicles

- Contribute to council policies encouraging the purchase of ANCAP 5-star safety rated fleet vehicles
- Organise child car seat checking days and promote authorised child car seat fitting stations
- Promote the correct use of seatbelts and restraints
- Promote the 'Road Safety and Your Work, A Guide for Employers' to local employers and within council
- Promote ANCAP Used Car Safety Ratings.

Safe Roads

- Undertake road safety audits on local roads to determine appropriate treatments
- Work with Council engineers on the consultation process with local stakeholders for proposed road safety improvements on local roads
- Provide Council staff and local residents with information promoting safety at roadwork sites
- Assess pedestrian amenity and access routes and provide education to the local community on safer road user behaviours
- Promote the consideration of road safety in local traffic decisions and development applications
- Promote the 'Road Safety and Your Work, A Guide for Employers' to local employers and within council.

Safe Speeds

- Review areas which may benefit from the installation of a lower speed limit and advocate to council for safer treatments (e.g. High Pedestrian Activity Areas in shopping strips, transport interchanges)
- Provide regional TfNSW with information (speed counts, existing traffic facilities information, proposed treatments) to assist with speed limit reviews
- Promote school zone speed limits by working with school communities and local police
- Public education promoting safe speed messages
- Work with TfNSW and NSW Police to identify areas where speed enforcement is needed

- Conduct local speed check program around schools and other areas of high pedestrian activity
- Promote the 'Road Safety and Your Work, A Guide for Employers' to local employers and within council.

Projects submitted for part-funding through the LGRSP are to consider each component of the system.

Appropriate work under the LGRSP may include data analysis, supporting applications for other road safety grants and programs such as a proposal for a 40km/h high pedestrian activity area, supporting development of council applications for Safer Roads Program funding and supporting local speed enforcement as part of a broader project.

Engineering works are not funded from the LGRSP. Road safety infrastructure is funded by the NSW Safer Roads Program and Australian Government Black Spot Program. Information on these funding options is available from the TfNSW Local Government Services Manager in the regions.

4. Partner roles

The LGRSP is based on partnerships between TfNSW, and local councils. Their respective roles are as follows:

4.1. Transport for NSW – Centre for Road Safety, Insights & Engagement, and Campaigns & Sponsorships

- Set road safety priorities and direction under the NSW Road Safety Plan 2021 to provide a context for the LGRSP.
- Develop the framework and guidelines for the LGRSP.
- Ensure currency of the Local Area Marketing Toolkit to support the implementation of unpaid local area marketing collateral and compliance with paid advertising strategies.
- Develop road safety marketing communications and engagement strategies, and supporting public education resources.
- Oversee and facilitate compliance with the *Government Advertising Act 2011*, as well as current NSW Government advertising policies and guidelines.
- Report to Transport for NSW senior management and the Minister for Transport and Roads, and the Minister for Regional Transport and Roads on the LGRSP's performance.
- Provide funding

4.2. Transport for NSW – Regional and Outer Metropolitan and Greater Sydney

- Deliver the regional LGRSP and report progress to Transport for NSW.
- Issue Program Funding Agreements to councils.
- Provide councils with state and regional road safety priorities.
- Assess project applications and review/approve Action Plans submitted by councils on the LGRSP database.
- Support councils in planning, developing and implementing evidence-based local road safety projects.
- Approve and fund road safety projects.
- Monitor project progress to completion.
- Ensure local projects are consistent with state and regional strategies, priorities and directions.
- Ensure that communication materials are consistent with current Transport for NSW marketing communications and engagement strategies, including the 'Towards Zero' brand.
- Ensure that marketing and communications activities adhere to the *Government Advertising Act 2011* as well as current NSW Government advertising policies and guidelines.
- Ensure council projects are reviewed for effectiveness, and project reports completed.
- Coordinate regular RSO meetings with participating councils to provide updates on the program and current road safety initiatives.
- Manage process of new councils wishing to join the LGRSP and the replacement of councils who withdraw.

4.3. Local Councils – Road Safety Officer

- Plan, develop and implement evidence based local road safety projects; as agreed with TfNSW and using the LGRSP database.
- Ensure project objectives are clear and can be evaluated to determine road safety outputs and outcomes.

- Support state-wide strategies and programs, as appropriate, to deliver road safety project activities to local communities.
- Submit road safety projects and Action Plan through the LGRSP database for TfNSW approval.
- Demonstrate financial and in-kind contributions to projects.
- Report against project milestones.
- A report on all projects/activities in the Action Plan should be provided regularly with timing to be agreed with TfNSW region.

4.4. Local Councils – Project Funding only

Councils choosing not to employ an RSO can apply for road safety project funding of up to 50 per cent of the cost of the project. This could include a HR component for the cost of personnel to plan and deliver the project.

Partner roles and responsibilities are the same as if there was an RSO employed (see above).

5. Funding of road safety projects

5.1 Funding principles

- Approved RSO projects will be funded up to a level determined by TfNSW.
- RSO project funding can be planned across the duration of a Program Funding Agreement for approved projects. However, project funding for each subsequent year will depend on the achievement of milestones set out in the project plan for the current year.
- Specific project funds will vary depending on the scope of the project. Project funding will average around \$5,000 to \$10,000 per project over the life of the project where appropriate (an average of \$1,000 to \$3,000 annually where appropriate).
- Councils must demonstrate a financial or 'in-kind' contribution to each RSO led project.
- Project funding will be administered by the TfNSW region via the LGRSP data base, in line with current financial arrangements. Councils new to the program should contact the TfNSW Road User Safety Manager (RUSM) in their region (Road Safety Program Manager in Sydney region) for further details.
- Requests for project funding variations must be approved by TfNSW (outlining any project scope change and supporting evidence) prior to variations being implemented.
- Councils choosing not to employ an RSO can apply for individual road safety project funding (a grant) up to 50 per cent of the cost. This can include an HR component for the cost of personnel to plan and deliver the project.

5.2 Project scope

The LGRSP focus on funding educational and behavioural projects to address demonstrated local road safety priority issues continues. However, a project developed using the Safe System approach may include activities to support engineering and enforcement activities.

The Safe System approach is to be adopted in the analysis and identification of road safety risks and development of road safety projects and activities.

Projects may include components that support development of council proposals for funding under other road safety programs (for example Safer Roads Program) and coordination of road safety across council. This could include activities such as data analysis and research.

5.3 Evaluation

- Complete project milestone reports, annual evaluations and final evaluations via the LGRSP database.
- Project continuation is dependent on meeting project milestones and completing annual evaluation reports and provision of these to TfNSW for review and comment.
- Continuation of project funding will also be assessed for value for money, sustainability, achievement of objectives and successful implementation of strategies.

6. Funding of Road Safety Officers

Councils may apply to employ an RSO to prepare, implement and evaluate a road safety Action Plan and road safety projects for council. TfNSW and council will agree on the road safety tasks undertaken by the RSO to be co-funded as part of the TfNSW financial contribution to the RSO's salary.

RSOs will document the road safety projects and tasks in the Local Road Safety Action Plan and regularly report on progress of these items to TfNSW. Ongoing financial contributions from TfNSW to an RSO position will be dependent on council meeting road safety project and task milestones and completing annual evaluation reports.

A group of councils can also jointly apply for funding to share a Road Safety Officer position.

A Program Funding Agreement (PFA) will be implemented between TfNSW and Councils setting out the responsibilities of both parties for delivery of the program.

From July 2021, it is proposed that PFAs be issued to councils every four years to give greater certainty and to ensure road safety goals can be integrated into councils' four-year strategic planning and budget cycles. To begin this transition, councils were offered new PFAs in December 2018 covering the financial years 2019-20 and 2020-21 to align with current cycles and the NSW Road Safety Plan 2021.

6.1 Funding principles

Funding is available from TfNSW to co-fund a RSO position within council, up to 50 per cent of the cost, if the local government area is deemed to be in need of a RSO to address road safety issues. The need is based on a strategic (risk-based) methodology using local road trauma data.

Cost of employment is the salary paid to the officer plus on-costs (up to a maximum of 35 per cent). On-costs are provisions for all award leave conditions (including sick leave, maternity/paternity leave, long service leave), payroll tax, superannuation and workers compensation (where applicable) but not annual leave which is included in the calculation for salary. The TfNSW contribution to on-costs is up to 35 per cent of

costs as defined above and agreed between TfNSW and council. The funding contribution from TfNSW is capped at \$64,600 per annum.

6.2 Position HR requirements

A standard role description is included in the Program Funding Agreement (PFA). Council's role description for the RSO position must be developed in consultation with and approved by the TfNSW.

Councils should ensure that RSOs have suitable skills and experience to undertake the role. A TfNSW representative must be included on interview panels.

The PFA sets the framework for employing an RSO and should be read in conjunction with this guideline.

7. Developing the Local Road Safety Action Plan

Councils develop an Action Plan setting out the council's road safety activities and projects for the period of their agreement. This document will outline how councils plan to address the road safety problems and issues relevant to their LGA.

The Action Plan should be completed in the LGRSP database and provide a clear and succinct overview of Council's road safety projects and activities over the period.

Section One of the plan will include crash data analysis, LGA demographic information and other information (such as topography, major roads, known issues or emerging trends etc.) pertinent to the LGA. It will include a conclusion noting the road safety issues which the analysis has demonstrated should be targeted at a local level.

Section Two will summarise all proposed projects:

- LGRSP funded projects: Outline proposed strategies, outcomes and evaluation measures for each year that funding is being requested. Project timelines and milestone dates will be included in the detailed project application submitted through the LGRSP database.
- All other road safety projects and/or activities: Indicative funding amounts from Council and other sources should be provided along with a short description of the project/activity and how it will be evaluated.

When developing or reviewing the Action Plan, councils should consider the following:

Section One

- Outline how the Action Plan aligns with the Safe System approach to road safety and how it contributes to the Road Safety Plan 2021
- Identify and prioritise the road safety issues for the LGA so that high risk issues are addressed (see 7.1)
- Determine projects that council will request part-funding from TfNSW (7.2).

Section Two

- Outline projects and activities that are being undertaken over each financial year, to address identified local road safety issues
- Explain the basis for the expectation of the effectiveness of the planned projects
- Outline project objectives and strategies
- Outline the timeframe of each project/activity
- Outline the financial resourcing of each project/activity
- Specify the council's contribution (financial and in kind)
- Set out the evaluation measures for each project
- Identify if a road safety officer will be employed either individually or shared with another council or councils
- Obtain council management approval.

7.1 Integrating road safety with Local Government Planning and Reporting

The [Integrated Planning and Reporting \(IP&R\) framework](#) was introduced under the Local Government Act in 2009. Under this framework every Council must develop a 10 year Community Strategic Plan, along with supporting four year Delivery Programs and annual Operational Plans.

The framework allows NSW councils to draw their various strategic plans together, understand how they interact and get the maximum leverage from their efforts by planning holistically and sustainably for the future.

Local Road Safety Action Plans provide an opportunity to form partnerships with other stakeholders who have similar road safety objectives to integrate road safety actions into local planning, build a safety culture and accelerate innovative local road safety solutions. It should link council and community activities in the achievement of road safety objectives within the broader framework of the Council's Community Strategic Plan and related delivery and operational plans.

7.2 Identifying road safety issues

Considerations when identifying road safety issues for the Council include:

- Issues identified in the [NSW Road Safety Plan 2021](#), [NSW Road Safety Strategy 2012-21](#) and [Motorcycle Safety Action Plan 2017-2019](#)
- Crash data that indicates there is a road safety issue in your area
 - Use the most recent finalised five year data
 - Consider fatal crashes
 - Consider injury crashes
 - Research behavioural factors in crashes, for example alcohol, speed, driver fatigue
 - Consider the times of crashes, for different factors, crash types, etc
 - Consider the crash types (e.g. vehicle off road, vehicle crashes into side of other vehicle at intersection)
 - Consider the types of locations (e.g. curves or intersections)
 - Consider the demographics (age, sex, residence) of people involved in crashes, for different factors, crash types, etc.
 - Many local areas will have few if any fatal crashes over a five year period. Consider the types of locations where fatal crashes happen elsewhere in the broader region that are similar to the local area
 - Consider crash types that are more likely to result in fatal or injury crashes as a predictor of future fatal crashes

- Identify problem road links, areas or sites
 - Consider the speed limit where crashes happened
 - Information on the local population
 - What are the significant demographic characteristics? What are the dominant languages spoken in the area, other than English?
 - Information on the topography of the area. How does it affect roads, speed limits and resulting safety issues?
 - Use regional information provided by TfNSW
 - Obtain and include information from local stakeholders including: Police, council engineers, other government agencies, local businesses, sporting clubs, venues, schools, representative bodies and target groups
- Set out the main road safety issues, with an explanation of how they have been identified from the above information and analyses

7.3. Projects to address issues identified

- Select actions that will address the road safety issues that have been identified. This can include emerging issues based on population trends and forecasts. Proactive road safety projects could be considered.
- Explain how the planned project addresses the identified problem
- Outline how the project demonstrates the Safe System approach to road safety.
- Outline how the project supports TfNSW road safety strategies.

7.4. Explaining why planned projects will be effective

- Use a reliable source of information on relevance and effectiveness of this type of action. For example:
 - Guidelines issued by TfNSW or TfNSW
 - Local Police intelligence
 - Use of similar actions in the past, in this or similar councils, together with evidence of past effectiveness
 - Expectations of effectiveness should be based on sound evidence
- Explain how you would ensure the necessary expertise, resources and commitment to implement the project

7.5. Timing

- Start and end dates
- Dates of any major events or milestones
- A projects duration may be between one and three years (with different milestones achieved each year based on preceding annual review)

7.6. Resources

- Total funding
- Funding requested from TfNSW
- Council contribution
- Project Officer (usually Road Safety Officer)

7.7. Evaluation

- Outputs (what was delivered?) and outcomes (what changed as a result?)
- How these will be measured
- Any appropriate comparison (e.g. with neighbouring LGAs)
- Note that evaluations of individual projects should focus on assessing the success of project delivery and the immediate results achieved. The project

evaluation should be used to improve future delivery and assess where time, money and effort should be focused.

7.8. Council approval

- The Action Plan and proposed projects must have council management approval

7.9. Special Considerations – Advertising (see section 12 for more information)

- Consider if paid advertising is essential for delivery of the Action Plan and the same outcomes cannot be achieved via non-advertising communications and community engagement activities. Paid advertising requests are for exceptional activity only and will not always be approved.
- Indicate any proposed paid advertising, the nature and value being proposed.
- Any proposed paid advertising (local newspapers, Facebook posts, outdoor billboards etc) as a component of the Action Plan must be approved by Transport for NSW through the relevant TfNSW region to ensure it does not breach NSW Government advertising guidelines and expenditure limits for each annum.

8. Reviewing the Action Plan

Council's Action Plan should be reviewed annually in the LGRSP database to ensure the proposed projects and tasks continue to address the local road safety issues.

An analysis of the most recent crash data (five-year data if available) and review of LGA wide crashes will assist in determining if tasks and activities outlined in the Action Plan require revision or if they are still meeting local needs.

Any identified changes to projects or tasks in the Action Plan should be discussed with council management and the TfNSW region prior to changes being officially requested.

9. Developing project funding applications

Based on the information provided in Section Two of the Action Plan, each project funding application will provide comprehensive detail so the proposal can be reviewed and compared to other proposals received within the TfNSW region to determine funding allocations for the coming financial year.

For multi-year projects, ongoing funding is dependent on the successful delivery of the preceding year of the project along with completion and submission of the project evaluation in the LGRSP database to the TfNSW region.

Project funding applications must be completed using the LGRSP database. Advice on completing applications can be sought from the TfNSW Regional Office.

10. Action Plan, project funding applications & reporting requirements

Due dates for submission of Action Plans and project funding applications in the LGRSP database can be obtained from the Regional TfNSW office as dates may vary among regions.

Requests for project variations (either funding or timelines) must be submitted to TfNSW for approval in the LGRSP database (outlining any project scope change and supporting evidence) prior to variations being implemented.

11. Project areas based on road safety issues and risks

11.1 Speed

The NSW road safety speed program aims to reduce speeding, providing safer travel for all road users, and reducing the number and severity of speed related crashes.

Background:

In 2018, 135 people were killed and 3,037 injured (including 1,202 serious injured) in NSW in crashes where speeding was a contributing factor. Crashes which involved speeding represented at least 39 per cent of fatal crashes and 16 per cent of all casualty crashes. While the overall road toll has fallen in recent decades, the proportion of speed-related fatal crashes has remained at around 40 per cent of total fatal crashes each year and is the biggest behavioural contributor to fatalities on NSW roads.

Attitudinal research indicates that there is a high level of community acceptance that speed is a key contributor to the NSW road toll, yet most drivers do not consider speeding automatically dangerous or an immediate risk to their personal safety. The threat of enforcement is identified by most drivers as the largest modifier of their speeding behaviour.

The strongest effects on positive behavioural change and casualty crash reductions in relation to speeding occur when targeted enforcement programs are accompanied by extensive public education and high awareness of mobile speed camera enforcement¹. For this reason, TfNSW uses a coordinated package of speed enforcement initiatives in combination with advertising campaigns, as this is a proven strategy for ensuring compliance with speed limits.

Strategic approach and objectives:

The [NSW Speed Camera Strategy 2012](#) (the Strategy) highlights the expanded rollout of speed camera programs as a key initiative to address speeding in NSW. The Strategy outlines the importance of community education to increase the transparency of the operation and effectiveness of speed cameras. The Road Safety Plan 2021 augments the Strategy by expanding the average speed camera program from regional areas to metropolitan areas to address risks associated with greater truck movements.

The speeding behavioural program aims to reduce speeding, providing safer travel for all road users. Its objectives are:

- Improve the compliance of NSW drivers with the speed limit.
- Encourage motorists to drive to the prevailing conditions.
- Increase driver's perception that speeding is socially unacceptable.
- Promote the safety benefits of the NSW speed camera program and appropriately set speed limits.
- To improve formal interagency coordination, communication and joint planning processes and structures with local government, NSW Police, key regional stakeholder agencies and industries.

¹ Davey & Freeman, 2010

Current TfNSW programs and approach:

- NSW Speed Camera Strategy – speed camera programs, and their continued rollout, to support Police enforcement
- Road Safety Plan 2021
- High visibility police enforcement
- Community education – Enforcement ‘Stop it... Or cop it’ campaign targeting speeding
- 40km/h around stopped emergency vehicles
- Community engagement – community nominations for speed cameras.

Typical project components may include:

- Public education and community engagement to support TfNSW road safety marketing communications and engagement using evidence-based materials made available by TfNSW (paid advertising is only for exceptional activity and must be approved)
- Public education to support police enforcement
- Public education/consultation related to road safety engineering projects (speed related)
- Local media releases and promotions linking with regional and state-wide campaign strategies
- Consulting with communities to address specific speed problems, using courtesy speed checks, police enforcement and public education initiatives
- Promoting compliance with posted local speed limits
- Identifying road sections where increased speed enforcement appears to be necessary and draw to the attention of police and TfNSW
- Identifying road sections where the speed limit appears inappropriate and draw to attention of TfNSW
- Identifying and advocating for, locations for 40km/h High Pedestrian Activity Area speed zones
- Promoting knowledge of the Safer Roads NSW website for nomination of speed camera locations and requests for speed limit reviews

Measures of success may include (depending on tools/activities used):

- Reduced average travel speeds and/or improved compliance with speed limits on selected roads
- Local enforcement supported by a public education strategy
- Positive Police and TfNSW response to identified local need for speed zone review or targeted enforcement
- Success of media and promotions (such as media and social media coverage/reach, website visits, attendance at events)
- Success in communicating key messages (may be assessed by surveys, audience/participant feedback, observations, ad hoc feedback from stakeholders and community)
- Any data or feedback suggesting an increase in community engagement and acceptance regarding safer travel speeds
- Implementation or expansion of high pedestrian activity areas.

Useful background knowledge:

- Current TfNSW marketing communications and engagement resources for speed management (toolkit - access via the TfNSW Creative Assets library: <https://creativeassets.transport.nsw.gov.au/site/welcome.me>)
- NSW Centre for Road Safety website (roadsafety.transport.nsw.gov.au)
- Material on Safer Roads NSW website (saferroadsnsw.com.au)
- Local crash data from (<https://tabanalytics.transport.nsw.gov.au>)

11.2 Drink driving

The NSW drink drive program aims to reduce alcohol involvement in all crashes.

Background:

In 1980, a total of 389 people were killed in alcohol related crashes in NSW, which accounted for 30 per cent of the road toll. In 2017, data indicates that figure dropped to 55 fatalities, around 14 per cent of the road toll. However, alcohol-related crashes still represent a key contributor to the NSW road toll.

While community attitudes to drink driving have changed dramatically since the 1980s, crash analysis, attitudinal research and offence data highlight that drink driving remains a key challenge on NSW roads, especially in country areas.

From 2014 to 2018 there were a total of 244 fatal crashes involving alcohol, resulting in 273 fatalities (15per cent of all fatalities). During this period there were also 3,761 injury crashes resulting in 4,769 people injured, including 1,878 people seriously injured (7per cent of all serious injuries). While alcohol related fatalities have been generally trending down, since 2015 alcohol related fatalities have increased from a low of 45 fatalities in 2015 to 55 fatalities in 2017 and 67 fatalities in 2018. Alcohol-related serious injuries have remained relatively stable over the last five years, accounting for around 7 per cent of all serious injuries.

Males account for the majority of fatalities (93 per cent) and serious injuries (79 per cent) from alcohol related crashes. Age is also a significant factor in alcohol related crash risk, with males in all age groups from 17 to 49 over-represented in alcohol related fatalities and serious injuries, compared with the gender by age distribution of fatalities and serious injuries from crashes not involving alcohol.

NSW attitudinal research indicates a higher proportion of males residing in regional areas aged between 26-49 years, and males residing in metropolitan areas aged 16-25 years drink drive. For females, the highest proportion was found in the 16-25 age group who reside in regional NSW and represented the highest proportion of drink drivers² within the NSW driving population.

Since the introduction of the zero BAC rule in 2004 for novice licence holders (learner and provisional) the number of persons killed or injured as a result of a crash where the novice licence holder had an illegal level of alcohol has fallen. The number of people killed as a result of a crash where a novice driver had an illegal presence of alcohol decreased from a high of 27 in 2010 to 11 in 2017 and similarly, serious injuries decreased from 166 in 2006 to 99 in 2017.

Strategic approach and objectives:

Enforcement of drink driving laws is a major deterrence strategy to address drink driving and is supported by the current 'Plan B' public education campaign.

Current programs have been developed to address serious repeat and high risk drink drive offenders. The NSW Sober Driver Program is an educational and rehabilitation program targeting repeat drink drivers.

The Mandatory Alcohol Interlock Program (MAIP) applies to serious (high range) and repeat (twice in 5 years) drink driving offenders and as of December 2018, the MAIP was expanded to also apply to drivers convicted of all middle-range drink driving. The interlock program aims to actively prevent drink driving on NSW roads, and to reduce

² Reported drink driving within the last 6 months.

alcohol related crashes. The program separates offenders' drinking and driving behaviours. The Traffic Offender Intervention Program (TOIP) is an educational course open to offenders who have been found guilty of (or pleaded guilty to) a road transport offence in NSW Local Courts.

Under the Road Safety Plan 2021 additional new counter measures are being implemented to address lower and mid-range drink driving offenders:

- In December 2018, the vehicle sanctions scheme was expanded to include repeat, high-risk drink drivers. Vehicle sanctions include confiscating a driver's vehicle number plates or impounding a driver's vehicle, which typically apply for three months
- In May 2019, any driver caught for a low-range drink driving offence will be fined \$561 and will lose their licence immediately at the roadside for three months.

A survey of the NSW community, completed to inform the development of the Road Safety Plan 2021, found 90 per cent consider alcohol and drug testing important for road safety and 84 per cent supported the use of alcohol interlocks for drink-driving offenders.

Current TfNSW programs and approach:

- Separation of drinking from driving through promotion of pre-planning – i.e. 'What's Your Plan B?' advertising campaign
- RBT enforcement – working with Police to strengthen program and ensure tough penalties are consistently and swiftly applied
- NSW Mandatory Alcohol Interlock Program – applicable to mid, high range and repeat offenders
- Penalties for lower range drink driving first offenders
- Vehicle sanctions for repeat and high risk drink drivers.
- NSW Sober Driver Program
- NSW Traffic Offender Intervention Program
- Educational and rehabilitation programs for repeat drink drive offenders
- Partnership with Cricket NSW supporting the 'Plan B' campaign.

Typical project components may include:

- Public education and community engagement to support TfNSW road safety marketing communications and engagement using evidence-based materials made available by TfNSW (paid advertising is only for exceptional activity and must be approved).
- Public education to support Random Breath Testing (RBT)
- Initiatives (in partnership with other government agencies or local Liquor Accord) to:
 - Improve the responsible service of alcohol
 - Increase the number of self-funded or jointly-funded alternative transport schemes
 - Increase/support enforcement strategies
- Local media releases and promotions linking with regional and state-wide campaign strategies
- Consultation with police regarding enforcement strategies
- Consideration of road safety in planning decisions for licensed venues
- Assisting in infrastructure projects to help venues to manage alcohol issues such as the provision of taxi ranks, pedestrian fencing and appropriate speed limits

- Consultation with sporting clubs to encourage alternative transport for events, through Good Sports (goodsports.com.au) if appropriate.

Measures of success may include (depending on tools/activities used):

- Successful delivery of initiatives developed in partnership with other government agencies or local Liquor Accord
- Liquor Accord meetings attended; changes made or decisions influenced as a result of road safety input
- Success of media and promotions (such as media and social media coverage/reach, website visits, attendance at events)
- Success in communicating key messages (may be assessed using surveys, audience/participant feedback, observations, ad hoc feedback from stakeholders and community)
- Any data or feedback suggesting an increase in community engagement and changed attitudes about drink driving
- Positive Police response to consultation regarding local enforcement strategies
- Road safety input successfully influenced planning decisions for licensed venues, infrastructure to help venues manage alcohol issues, and/or alternative transport for sporting and other events.

Useful background knowledge:

- Current TfNSW marketing communications and engagement resources for drink driving (toolkit - access via the TfNSW Creative Assets library: <https://creativeassets.transport.nsw.gov.au/site/welcome.me>)
- NSW Centre for Road Safety website (roadsafety.transport.nsw.gov.au)

11.3 Drug driving

The NSW drug driving program aims to reduce the occurrence of drug driving, and to reduce drug driving related crashes.

Background:

Drug driving is a significant behavioural issue in NSW that is targeted through high visibility enforcement, combined with public education. The use of illicit drugs causes changes in the brain which disrupt normal cognitive processes or functioning, and can impair driving ability and increase crash risk.

Since 2010, NSW has been collating fatal crash data on drivers and riders involved in fatal crashes with an illicit drug present in their system.

The fatal crash data covers cannabis, speed (amphetamines/ice) and ecstasy, and relates to the presence in the driver's or rider's system and not the level of impairment.

Data for 2018 shows that there were 69 deaths (20 per cent of all fatalities) from crashes involving a driver or rider with an illicit drug in their system, 12 fewer fatalities than 217.

Attitudinal research indicates that 30 per cent of NSW drivers who use illicit drugs have driven after drug use at some time in the past, and that many do not believe that drug use affects their driving skills or that enforcement is likely.

Strategic approach and objectives:

To strategically address the behaviour and reduce drug driving related road trauma, NSW drug driving policy is based on general deterrence. High visibility enforcement is combined with public education to increase drivers' perception that they will be caught if they risk drug driving. As experience has shown with drink driving and random breath testing (RBT), increasing the actual and perceived likelihood of being caught is essential to driving down the road toll.

NSW uses a two-tiered approach to drug driving enforcement that combines zero tolerance and impairment approaches. Mobile Drug Testing (MDT) and presence offences enable efficient and random roadside testing. This enforcement targets drivers who have recently used common illegal drugs that are known to impair driving and feature in the NSW road toll. Blood and urine testing, and the more serious offence of driving under the influence (DUI), applies to drivers that are visibly impaired. This testing enables enforcement of drivers impaired by a range of prescription or illegal drugs, or a mix of substances.

Under the Road Safety Plan 2021, new countermeasures were implemented to address drug driving by strengthening penalties and enhancing enforcement. These included:

- Increased penalties for impaired drug drivers of up to two years imprisonment, fines of \$5,500 and licence disqualification for up to five years, introduced in December 2018
- On-the-spot licence suspension of 3 months for drug driving first time offenders and fine, from May 2019.

Current TfNSW programs and approach:

- Ongoing data collection and improvement to enable analysis of the drug driving problem
- High visibility police enforcement – including funding of the roadside drug testing program which is expanding from 100,000 to 200,000 tests a year by the end of 2020
- Expansion of the program to include roadside testing for cocaine
- Vehicle sanctions for first time drug presence offences detected on the roadside via NSW's mobile drug testing (MDT) program.
- Community education campaign – 'Stop it...Or cop it', enforcement-based campaign to reinforce increased police testing
- High school education programs – alcohol and other drugs materials
- Increased maximum penalties for drug drivers to two years imprisonment, fines of \$5,500 and/or licence disqualification for up to five years, equivalent to high range drink driving
- Providing for appropriate restrictions on people who drive after using other drugs, in consultation with health experts.

Typical project components may include:

- Public education to support TfNSW publicity campaigns, using material from TfNSW (paid advertising is only for exceptional activity and must be approved)
- Public education to support issues around the dangers of drug driving and using prescription drugs while driving
- Public education to support Mobile Drug Testing (MDT)
- Local media releases and promotions linking with regional and state-wide campaigns
- Consultation with police regarding enforcement strategies
- Enlisting stakeholders to be involved in delivery of the project

Measures of success may include (depending on tools/activities used):

- Successful delivery of initiatives developed in partnership with stakeholders or other government agencies
- Success of media and promotions (such as media and social media coverage/reach, website visits, attendance at events)
- Success in communicating key messages (may be assessed by surveys, audience/participant feedback, observations, ad hoc feedback from stakeholders and community)
- Any data or feedback suggesting an increase in community engagement and changed attitudes about drug driving
- Positive Police response to consultation regarding local enforcement strategies.

Useful background knowledge:

- Current TfNSW marketing communications and engagement resources for drug driving (toolkit – access via the TfNSW Creative Assets library: <https://creativeassets.transport.nsw.gov.au/site/welcome.me>)
- NSW Centre for Road Safety website (<roadsafety.transport.nsw.gov.au>)

11.4 Driver fatigue

The NSW driver fatigue program aims to reduce crashes by encouraging drivers and riders to take regular breaks and be aware of the signs of fatigue.

Background:

Fatigue is one of the three leading behavioural contributors to the NSW road toll. Getting behind the wheel after 17 hours awake can have similar effects on driving performance as a person with a blood alcohol level of 0.05. Fatigue negatively impacts perception, alertness to hazards, cognitive processing and movement. Performance is also affected by lapses in attention and micro sleeps.

In 2018, 67 people (19%) died in fatigue related crashes, a decrease of seven from 2017, but still trending high. There were 988 people injured (including 672 seriously injured) in fatigue related crashes.

Strategic approach and objectives:

Given there is currently no regulatory tools to address driver fatigue TfNSW relies upon public education campaigns to achieve behaviour change. With a focus on self-regulation and a call to action to “Test Your Tired Self” drivers are encouraged to self-assess before driving, not just every two hours. With an increasing focus on shorter trips and identification of at-risk groups including shift workers and around local and regional issues there is an increasing need to engage with industry and workplaces to encourage driver fatigue management strategies.

Current TfNSW programs and approach:

- Safer Roads Program – installation of wide centre lines, flexible barriers, audio tactile (rumble) line markings and sealed shoulders
- Focus on self-regulation – ‘Don’t Trust Your Tired Self’ public education campaign
- Interactive Test – ‘Test Your Tired Self’ to test how tired you might be before you get behind the wheel
- Encouraging self-assessment before driving, not just every two hours

- Any trip, long or short, day or night, metro or regional – language shift from ‘fatigue’ to ‘tired’
- Driver Reviver Sites which operate throughout NSW school/university holidays with places to take a break.

Typical project components may include:

- Public education and community engagement to support TfNSW road safety marketing communications and engagement using evidence-based materials made available by TfNSW (paid advertising is only for exceptional activity and must be approved)
- Developing educational workshops or staff fatigue management plans in conjunction with HR departments of local employers/businesses and council
- Working with tourism stakeholders to promote 24-hour truck stops, Driver Reviver sites, rest areas, local parks with amenities and other locations that are suitable for drivers to take breaks
- Identifying new locations or opportunities for the promotion of driver fatigue awareness and promotion of safe and attractive facilities and locations for drivers to take breaks during long journeys
- Advertising local Driver Reviver operations prior to and during peak holiday periods. Monitor sign posting and report problems to TfNSW and the State Co-ordinator (in consultation with region)
- Educating the community about local engineering projects designed to reduce the likelihood and severity of fatigue crashes e.g. Clear zone improvements, centre and roadside safety barriers and rumble strips
- Local media releases and promotions linking with regional and state-wide campaign strategies

Measures of success may include (depending on tools/activities used):

- Educational workshops successfully delivered or staff fatigue management plans completed and implemented with local employers/businesses and council
- Number of people using Driver Reviver sites
- New locations or facilities for driver rest breaks implemented
- Success of media and promotions (such as media and social media coverage/reach, website visits, attendance at events)
- Success in communicating key messages (may be assessed by surveys, audience/participant feedback, observations, ad hoc feedback from stakeholders and community)
- Any data or feedback suggesting an increase in community engagement or changed attitudes about driving tired, and/or improved understanding about the importance of engineering projects to reduce the likelihood and severity of fatigue crashes
- Number of fatigue signs on key travel routes during public holiday periods.

Useful background knowledge:

- Current TfNSW marketing communications and engagement resources for driver fatigue (toolkit – access via the TfNSW Creative Assets library: <https://creativeassets.transport.nsw.gov.au/site/welcome.me>)
- NSW Centre for Road Safety website (roadsafety.transport.nsw.gov.au)

11.5 Seatbelt and child car seat use

The restraints program aims to increase the effective and correct use of seatbelts and child car seats.

Background:

In a crash, a person who is not restrained by a seatbelt will continue to travel forward at the speed the vehicle was travelling until something stops them. Wearing a seatbelt doubles the chance of survival, and reduces the risk of injury in a road crash. Although it has been compulsory to wear seatbelts in NSW since 1971, in 2018, there were 25 vehicle occupant deaths (7 per cent of all fatalities) due to occupants not wearing an available restraint.

In 2018, the NSW Police Force issued 21,550 fines to drivers in NSW for vehicle occupants not wearing a seatbelt.

Strategic Approach and Objectives:

Penalties of fines and demerit points apply to drivers that do not wear a seatbelt or who fail to ensure their passengers use seatbelts. Passengers aged 16 years and older who do not use an available seatbelt can also be fined. Double demerit points also apply for non-use of seatbelts and restraints during all holiday periods.

Current TfNSW programs and approach:

- Education coupled with enforcement – promotion of the enforcement campaign, ‘Stop it...Or cop it’, targeting non-use of occupant restraints
- Promote the ‘Child Car Seat’ website that has information about more than 200 types of children’s car seats and booster seats
- Promote the correct purchase and installation of child restraints through the distribution of information and resources to child care centres, child related organisations and immunisation clinics
- Promote fitting services through parent and carer organisations e.g. Family Day Care
- Promote restraint use among heavy vehicle drivers
- Promote restraint use among Aboriginal communities.

Typical project components may include:

- Public education and community engagement to support TfNSW road safety marketing communications and engagement using evidence-based materials made available by TfNSW (paid advertising is only for exceptional activity and must be approved)
- Promoting drivers’ responsibility to ensure that all occupants wear appropriate restraints
- Promoting legal requirements and safety benefits of children using appropriate restraints for age and size, e.g. child car seat fitting days
- Promoting authorised fitting stations and correct use of child car seats
- Media releases about local seat belt enforcement initiatives
- Promoting initiatives in community languages as appropriate for the LGA
- Further promotion locally through local health services and pre/post-natal clinics
- Local media releases and promotions linking with regional and state-wide campaign strategies

Measures of success may include (depending on tools/activities used):

- Number of customers utilising child car seat fitting stations, including comparison with previous year’s attendance
- Percentage of car seats that required adjustment at fitting stations
- Success of media and promotions (such as media and social media coverage/reach, website visits, attendance at events)

- Success in communicating key messages (may be assessed by surveys, audience/participant feedback, observations, ad hoc feedback from stakeholders and community)
- Any data or feedback suggesting an increase in community engagement or changed attitudes about child car seats or seat belt use.

Useful background knowledge:

- Current TfNSW marketing communications and engagement resources for occupant restraints – seatbelt use and child car seats (toolkit – access via the TfNSW Creative Assets library:
<https://creativeassets.transport.nsw.gov.au/site/welcome.me>)
- Child Car Seats website (childcarseats.com.au)
- NSW Centre for Road Safety website (roadsafety.transport.nsw.gov.au)
- Neuroscience Research Australia: child injury page:
neura.edu.au/health/child-injury.

11.6 Distraction

The distraction program aims to raise awareness among all road users of the dangers of distractions, including mobile phone use, personal music players and in-car navigation systems.

Background:

In 2018, nine per cent of all driver involvements in fatal crashes involved an identified distraction. The largest distraction category is “distracted by something outside the vehicle” with 66 per cent. This category includes situations such as view obscured by parked vehicle / congested traffic and vision reduced due to rising / setting sun.

Driver distraction due to mobile phone use is an increasing road safety problem, heavily impacted by continual advances in mobile phone and related technology. International research has shown that mobile phone use increases the risk of a crash, with the greatest risk occurring in situations where drivers have to look away from the road and or physically interact with their mobile phone. At 60km/h, a car travels 33 metres in two seconds; at 100 km/h it travels 55 metres.

In NSW since 2012, there have been 182 casualty crashes involving a driver/rider using a hand held mobile phone – resulting in 13 deaths and 243 injuries (based on preliminary data available as at 28 November 2019). Of those, 90 casualty crashes occurred in country NSW – resulting in 11 deaths and 112 injuries. It is important to note that this crash data is considered incomplete due to under-reporting. Findings from a recent Australian study³ support this position, with 30 per cent of drivers who had been involved in crash or near miss reporting the reason was due to mobile phone use.

In 2018, the NSW Police Force issued 37,502 fines to drivers in NSW for illegal mobile phone use.

Attitudinal research⁴ shows while around 80 percent of drivers believe that talking on a mobile increases the risk of a crash, 64⁵ per cent use a mobile phone while driving. In addition, 36 per cent admit to using a hand-held phone while driving and 21 per

^{3,4} Department of Infrastructure, Regional Development and Cities. (2018) *Community Attitudes to Road Safety – 2017 Survey Report*

⁵ Includes compliant hands-free mobile phone use.

cent reported to using their mobile phone for other activities such as browsing the internet and taking photos etc. while driving.

Seventy-four per cent of the NSW community support the use of cameras to enforce mobile phone offences.

Strategic approach and objectives:

Effective enforcement and strong penalties provide a strong deterrence effect for mobile phone use.

On 17 September 2018, the Government increased the demerit point penalty for illegal mobile phone use from 4 to 5 points, resulting in a total of 10 demerit points during double demerit periods. The increase in demerit points, combined with the \$337 fine ensures there is a significant deterrent for illegal mobile phone use. This builds on other initiatives undertaken by the NSW Government, including:

- In 2015, adding mobile phone offences in the double demerit point scheme.
- In 2016, increasing the demerit point penalty for mobile phone offences from three to four points and extended the mobile phone ban for novice drivers to include Provisional P2 licence holders.
- As part of the Road Safety Plan 2021, legislative changes to allow camera based detection of mobile phone offences were introduced to Parliament in March 2018. These changes were passed and commenced on 1 July 2018.
- On 1 December 2019, the Mobile Phone Detection Program commenced in warning mode following a successful trial.
- On 1 March 2020 the mobile phone detection program began enforcing illegal use of mobile phones while driving or riding.

In addition to rules that limit mobile phone distraction, there are other distraction related road rules. These include:

- Requirements that motorists have proper control of their vehicle, do not drive with an animal in their lap or ride with an animal between them and their handlebars. The penalty for these offences is a \$457 fine and three demerit points.
- Restrictions on driving with a visual display units visible to the driver and a requirement that the driver have a clear view of the road. The penalty for these offences is a \$344 fine and three demerit points.

Current TfNSW programs and approach:

- Mobile Phone Detection Program to detect illegal phone use.
- Education coupled with enforcement – promotion of the enforcement campaign, ‘Stop it...Or cop it’, targeting illegal mobile phone use
- Continue research to understand issues related to distraction for all groups
- Continue to work with Australian Road Rules Maintenance Advisory Group on reviewing road rules for mobile phones and other devices
- Improve data collection and enhance crash data to better understand contribution to road trauma
- Work with Police to strengthen enforcement of illegal mobile phone use
- Monitor in-vehicle devices that may have an impact on distraction
- Under the Graduated Licensing Scheme, restricting all mobile phone use from driving for novice drivers
- Partnership with the Sydney Swans to raise awareness of the dangers of illegally using a mobile phone when driving. The partnership uses the power of sport through player appearances to call on fans to reconsider their ‘always

on' approach to social media to help get everyone home safely by not picking up and using their phone while driving. The Sydney Swans has a fan base of more than 1,345,000 (65 per cent male to 35 per cent female) which is the highest fan base in the AFL and across the four major football codes in NSW.

Typical project components may include:

- Public education and community engagement to support TfNSW road safety marketing communications and engagement using evidence-based materials made available by TfNSW (paid advertising is only for exceptional activity and must be approved)
- Public education to support police enforcement (mobile phone use)
- Local media releases and promotions linking with regional and state-wide campaign strategies
- Work with businesses in the regions to distribute information, resources and advice on the Road Safety and Your Work: A Guide for Employers, including workplace mobile phone policies
- Developing and promoting mobile phone policies (hands-free or no mobile phone use when driving) in conjunction with HR/Fleet departments of local businesses
- Promotion of mobile phone policies at council.

Measures of success may include (depending on tools/activities used):

- Educational workshops about distracted driving / distracted pedestrian issues successfully delivered with local employers/businesses, council and/or community groups
- Mobile phone policies developed and implemented with local employers/businesses or council
- Success of media and promotions (such as media and social media coverage/reach, website visits, attendance at events)
- Success in communicating key messages (may be assessed by surveys, audience/participant feedback, observations, ad hoc feedback from stakeholders and community)
- Any data or feedback suggesting an increase in community engagement or changed attitudes about mobile phone use or driver or pedestrian distraction / mobile phone use.

Useful background knowledge:

- Current TfNSW marketing communications and engagement resources for driver distraction and illegal mobile phone use (toolkit – access via the TfNSW Creative Assets library: <https://creativeassets.transport.nsw.gov.au/site/welcome.me>)
- NSW Centre for Road Safety website (roadsafety.transport.nsw.gov.au) – see the 'Staying Safe' section

11.7 Pedestrian safety

The pedestrian safety program aims to increase the safety of pedestrians.

Background:

Pedestrians are vulnerable road users and in the event of a crash, unlike vehicle occupants, have no protection to shield them from the force of a crash. Therefore, pedestrian crashes often result in more severe outcomes. There are various factors which may contribute to pedestrian crashes across the network. This includes a growing population, ageing population and walking becoming a more popular mode of transport.

Pedestrians include not only predominantly 'walking' road users, such as children and older road users, but all road users. Walking is typically the key start and end point of any journey, such as journey in a vehicle or by bus. All road users are regular 'pedestrians' regardless of whether they connect their on-foot journeys with being 'a pedestrian'. Research also shows that risky and non-compliant pedestrian behaviours are widespread.

In 2018, pedestrian fatalities increased to 69 (up by 28 per cent) from 54 in 2017. More than half (54 per cent) of the pedestrians killed were aged 60 years or more, although 22 per cent of the population is represented by people of this age.

In 2018, a total of 1,118 pedestrians were injured, 556 seriously.

Strategic approach and objectives:

Pedestrian safety is addressed through measures outlined in the NSW Road Safety Strategy, the Road Safety Plan 2021 and delivered actions under the [Pedestrian Safety Action Plan 2014-16](#). The approach is informed by the pillars of the Safe System: safer roads, safer vehicles, safer speeds and safer road users. The pedestrian program aims to improve pedestrian and driver behaviour to reduce pedestrian casualties.

Its objectives are:

- Ensure appropriate speed limits and infrastructure are in place in high pedestrian areas
- Improve drivers and pedestrians understanding of the vulnerability of pedestrians
- Increase compliance with pedestrian road rules, and driver compliance with speed limits in high pedestrian areas.

Under the Road Safety Plan 2021, and the priority area 'liveable and safe urban communities' there is a renewed focus on pedestrian safety.

Key actions include:

- Installing traffic calming, pedestrian refuges and crossings in busy urban places
- Partnering with local government to expand 40km/h in high pedestrian activity and local areas.

Current TfNSW programs and approach:

- Red-light speed camera program to reduce driver speed and improve red-light compliance at high risk intersections
- NSW Police Force Motorcycle Response Group to improve pedestrian compliance
- Promotion of the 'Look Out Before You Step Out' and 'Be Truck Aware' pedestrian safety campaign messages
- Targeted communication initiatives, including On the road 65Plus
- School based education programs
- Increasing 40km/h high pedestrian activity areas
- Reviewing applications of shared paths
- Researching pedestrian distraction.

Typical project components may include:

- Public education and community engagement to support TfNSW road safety marketing communications and engagement using evidence-based materials made available by TfNSW (paid advertising is only for exceptional activity and must be approved)
- Identifying pedestrian crash areas around licensed premises, shopping areas and new developments etc. Work with the local community to implement appropriate countermeasures
- Working with council engineering and planning sections to implement pedestrian safety features on roads in high volume pedestrian areas
- Identifying high pedestrian activity areas with apparent need for 40 km/h speed limits and work with TfNSW to assess and develop proposals for consideration
- Other work to improve urban speed management which has the potential to improve pedestrian safety
- Promoting driver awareness of their responsibilities regarding pedestrians and their relationship to pedestrian safety
- Local media releases and promotions linking with regional and state-wide campaign strategies
- Promote pedestrian awareness of road risks and safe practices to increase their safety.

Measures of success may include (depending on tools/activities used):

- Implementation or expansion of high pedestrian activity areas.
- Council implementation of pedestrian safety features (such as traffic calming, pedestrian refuges and crossings, including for children, older and alcohol impaired pedestrians) on roads with high pedestrian volumes in the local road network
- Implementation of other work to improve urban speed management
- Success of media and promotions (such as media and social media coverage/reach, website visits, attendance at events)
- Success in communicating key messages (may be assessed by surveys, audience/participant feedback, observations, ad hoc feedback from stakeholders and community), especially:

Pedestrians:

- Are aware of road risks and safe road user behaviours
- Use pedestrian facilities and safe practices to cross roads
- Are aware of causes of distraction

Drivers:

- Are aware that lower speed limits (e.g. 40km/h) improve pedestrian safety
- Are aware of the need to give way to pedestrians
- Comply with 40km/h speed limit when driving through high-use pedestrian areas
- Are aware of the high risk faced by children, older people and alcohol impaired pedestrians
- Any data or feedback suggesting an increase in community engagement or changed attitudes about pedestrian safety and the important role of lower speed limits.

Useful background knowledge

- Current TfNSW marketing communications and engagement resources for pedestrian safety (toolkit – access via the TfNSW Creative Assets library: <https://creativeassets.transport.nsw.gov.au/site/welcome.me>)
- NSW Centre for Road Safety website (roadsafety.transport.nsw.gov.au)

11.8 Motorcycle safety

The motorcycle safety program aims to increase rider safety. Issues can include riders wearing appropriate protective gear. Education programs can include efforts to remind all drivers of the need to look out for motorcycles, particularly at intersections.

Background:

Motorcycle riders are over represented in NSW road trauma. In 2018, motorcycle riders accounted for 15 per cent of road fatalities, while only making up around 4 per cent of registered vehicles in NSW. While there has been a significant reduction in the overall road toll in NSW since 2000, the number of motorcyclists killed on our roads in the same period has remained relatively constant at between 51 and 71 fatalities each year. In 2018, 54 motorcycle riders died on NSW roads - of these, 53 were males.

Despite a decrease in 2018 fatalities compared to 2017 (59), motorcyclists continue to be the second largest road user group (surpassed by drivers) for hospitalisations in 2018, down by 51 (2 per cent) on the previous year and the lowest motorcyclist total since 2015. Motorcyclists accounted for 22 per cent of all hospitalisations in 2018.

Over the period 2008 to 2018 around two-thirds of motorcycle fatal crashes occurred in the country areas of NSW. During the same period, over three-fifths of motorcycle serious injury crashes (60 per cent) occurred on roads in the Metropolitan (Sydney, Newcastle and Wollongong) area.

Despite the mandatory requirement for motorcycle riders to wear a helmet, in 2018 three riders killed on NSW roads were not wearing a helmet and 54 motorcycle riders were injured were not wearing a helmet.

Compared to drivers, motorcycle riders are at greater risk of fatality or injury as they are less protected in a crash. Due to the inherent vulnerability of motorcycle riders and with the popularity of motorcycle riding continuing to grow in NSW, saving motorcycle riders' lives and preventing injuries through effective campaigns is becoming an increasingly critical road safety challenge for Transport for NSW.

Strategic approach and objectives:

The NSW [Motorcycle Safety Strategy 2012-2021](#) sets out a range of actions and long-term initiatives to make motorcycle riding safer in NSW and to reduce the motorcycle road toll. The behavioural program aims to reduce the number of motorcycle crash fatalities and the severity of injuries by reducing rider impairment and improving awareness, training, education and regulatory measures. The program targets motorcyclists and motor vehicle drivers, given the contribution of motor vehicles to a large proportion of motorcycle crashes. Key actions in the Motorcycle Safety Strategy include developing targeted communication campaigns to address motorcycle crash risks, an evaluation of the Motorcycle GLS as well as furthering research and understanding of motorcycle crash risks.

Transport for NSW has worked with the Australian Government to adopt the Global Standard for motorcycle anti-lock brake systems (ABS) as an Australian Design Rule, and from November 2019 new motorcycle models must have ABS fitted.

A number of key motorcycle safety initiatives are also set out in the Road Safety Plan, including:

- Investment in infrastructure safety upgrades of features on regional motorcycling routes i.e. focus on high-risk curves through improved curve

signage, widened shoulders, vehicle activated signage and safety barriers with underrun protection where appropriate.

- Delivery of a world-first national rating system for motorcycle clothing was launched – the Motorcycle Protective Clothing Assessment Program (MotoCAP).

Current TfNSW programs and approach:

- Community education – continued evolution of the ‘Ride to Live’ and ‘Roads We Ride’ campaigns (including messaging for lane filtering, scooter riders and drivers)
- Community engagement – continued support of Motorcycle Awareness Month and other stakeholder initiatives. The Centre for Road Safety (CRS) within TfNSW is a sponsor of Motorcycle Awareness Month each October, which aims to reduce the number of motorcycle crashes and improve safety for riders and other road users
- Furthering research and understanding of motorcycle crash risks – including fatigue and ongoing attitudinal research
- Testing motorcycle protective clothing and promotion of the safest clothing options (MOTOCAP)
- Evaluation of the Graduated Licensing Scheme for motorcycles
- Motorcycle Safety Strategy implementation
- Encouraging motorcyclists to improve hazard perception and manage risks
- Lane filtering

Typical project components may include:

- Public education and community engagement to support TfNSW road safety marketing communications and engagement using evidence-based materials made available by TfNSW (paid advertising is only for exceptional activity and must be approved)
- Promotion of the Motorcycle Clothing Assessment Program (MotoCAP)
- Local media releases and promotions linking with regional and state-wide campaign strategies – eg. local media releases to target a specific group and time of year (e.g. older males, warmer months)
- Identifying local crash sites, investigating the problem and implementing targeted countermeasures in partnership with engineers
- Working with NSW Police on motorcycle safety enforcement strategies
- Working with local riders to help identify hazards / issues that can be addressed
- Increasing awareness of key crash times on recreational motorcycle routes (e.g. mid-afternoon, weekends)

Measures of success may include (depending on tools/activities used):

- Hazards and high risk areas identified and countermeasures implemented
- Number of locations/local motorcycle groups that have received community education material.
- Motorcycle-targeted enforcement strategies developed and implemented with NSW Police
- Success of media and promotions (such as media and social media coverage/reach, website visits, attendance at events)
- Success in communicating key messages (may be assessed by surveys, audience/participant feedback, observations, ad hoc feedback from stakeholders and community)
- Any data or feedback suggesting an increase in community engagement or changed attitudes about motorcycle safety or the use of protective clothing.

Useful background knowledge

- Current TfNSW marketing communications and engagement resources for motorcycle safety (toolkit – access via the TfNSW Creative Assets library: <https://creativeassets.transport.nsw.gov.au/site/welcome.me>)
- *NSW Motorcycle Safety Action Plan 2017-2019* (roadsafety.transport.nsw.gov.au/downloads/motorcycle_strategy2012.pdf)
- NSW Centre for Road Safety website (roadsafety.transport.nsw.gov.au)
- NSW Safer Roads Motorcycle Safety Infrastructure Program Guidelines

11.9 Bicycle safety

The bicycle safety program aims to reduce the incidence and severity of crashes involving cyclists throughout NSW.

Background:

In 2018, cyclists accounted for around 3 per cent of all fatalities in NSW, with 9 people killed. While this represents a comparatively small proportion of total annual fatalities on NSW roads, cyclists are a vulnerable road user group, and are more susceptible to serious injury than more protected vehicle occupants.

In 2018, cyclists were the third largest road user group for hospitalisations, with cyclists representing 17 per cent of all hospitalisations, with 722 cyclists injured.

A significant proportion of cycling crashes in NSW are not reported to Police as is highlighted by the discrepancy in cyclist serious injuries between matched and unmatched data. Current crash analysis does not provide a full assessment of the extent of cyclist injuries on NSW roads.

Detailed analysis of current crash data shows that bicycle casualties are concentrated in metropolitan areas (greater Sydney, Newcastle and Wollongong), and casualty crashes typically involve interaction with other road users, most frequently motorists. While bicycle fatalities largely occur mid-block and on roads with a speed limit above 60km/h, injuries are most prevalent at intersections and on lower speed roads.

Helmet non-use by cyclists is also a significant issue. During 2014 – 2018, around 15 per cent of cyclists killed and seriously injured in NSW were not wearing a helmet. Among those killed, the numbers are higher for those aged 17-25 (25%) and 26-39 (33%) years. Rates for those seriously injured were higher among the 0-16 (48 %) and 17-25 (30 %) age groups. In addition, NSW attitudinal research (2016) indicates 31 per cent of cyclists report they sometimes don't wear a helmet; and only around 25 per cent of cyclists reported that they think they are easily visible.

In 2013, Transport for NSW conducted customer research to explore the barriers to uptake of cycling as a transport mode. Increasing the mode share of cycling for transport is a key aim of the NSW Government's Future Transport 2056, and Sydney's Cycling Future plan. The research found that safety was a key barrier to adopting cycling for transport, and around 45 per cent of respondents were less confident riding in the road environment.

Strategic approach and objectives:

Bicycle rider safety is addressed through measures outlined in the Road Safety Plan 2021 and delivered actions under [NSW Cycling Safety Action Plan 2014-16](#). These

documents provide an overview of key road safety issues for cyclists, and outline targeted actions to address cycling safety and to support the growth of safe cycling as a transport mode.

A Safe System approach to improving road safety outcomes for bicycle riders is employed which aims to:

- Improve the safety of different road environments for cyclists, including higher speed roads and intersections, and shared paths
- Increase awareness of safe cycling, cycling safety equipment and bicycle maintenance
- Increase compliance with Road Rules
- Address unsafe motorist and bicycle rider behaviours.

Initiatives under the Road Safety Plan 2021 continue to augment the achievements of the Cycling Safety Action Plan and include maximising safety integration in bicycle network programs to facilitate safer movement, provide separation from other traffic where appropriate and manage vehicle speeds.

Current TfNSW programs and approach:

- New rules and increased fines for:
 - drivers not giving bicycle riders at least 1 metre of space when passing
 - new penalties to riders who behave dangerously and break the law
- Minimum passing distance (MPD) rules
- 'Go Together' road safety messaging to raise awareness about MPD and other cycling-related road rules (eg. helmet wear)
- Development of 'Drive and Ride' rules to increase mutual respect between road users and provide guidance for drivers and cyclists about sharing the road safely
- Continue to undertake research to understand the attitudes, knowledge and self-reported behaviours of NSW cyclists and drivers' attitudes towards bicycle safety
- Work with Active Transport to improve safety and increase confidence of cycling
- Communication and awareness campaigns to promote safety of cyclists with other road users.

Typical project components may include:

- Public education and community engagement to support TfNSW road safety marketing communications and engagement using evidence-based materials made available by TfNSW (paid advertising is only for exceptional activity and must be approved)
- Research local bicycle safety problems in consultation with cycling stakeholders
- Promoting use of bicycle helmets, high visibility clothing etc
- Local media releases and promotions linking with regional and state-wide campaign strategies – eg. targeting bicycle riders during Bike Week
- Promoting the safe use of shared paths
- Promoting the minimum passing distance rule and positive driver attitudes in sharing the road with all road users

Measures of success may include (depending on tools/activities used):

- Bicycle risk areas identified and targeted countermeasures implemented with Council engineering and planning sections

- Observed percentage of bicycle riders wearing helmets (e.g. before and after targeted local campaigns)
- Number of community events held to promote safe cycling (including Bike Week)
- Bicycle safety enforcement strategies developed with NSW Police
- Success of media and promotions (such as media and social media coverage/reach, website visits, attendance at events)
- Success in communicating key messages (may be assessed by surveys, audience/participant feedback, observations, ad hoc feedback from stakeholders and community)
- Any data or feedback suggesting an increase in community engagement or changed attitudes about bicycle safety.

Useful background knowledge:

- NSW Centre for Road Safety website (roadsafety.transport.nsw.gov.au)
- Current TfNSW marketing communications and engagement resources for bicycle safety (toolkit – access via the TfNSW Creative Assets library: <https://creativeassets.transport.nsw.gov.au/site/welcome.me>)
- Amy Gillett Foundation website (amygillett.org.au)

11.10 Heavy vehicle safety

The NSW heavy vehicle safety program aims to reduce heavy vehicle road crashes by educating heavy vehicle operators about the risks of speeding, fatigue, drug driving and not wearing seatbelts.

Background:

Crashes involving heavy vehicles are often serious because of their size and weight, regardless of who is at fault.

After halving the number of fatalities from crashes involving heavy vehicles⁶ from 133 in 2002 to 55 in 2013, this was followed by subsequent increases to 83 in 2017. In 2018, there were 25 fewer than 2017, with 58 fatalities from heavy vehicle crashes, a 30 per cent decrease.

Although heavy vehicles represented only 2.5 per cent of registered motor vehicles in NSW in 2018, they accounted for 17 per cent of all fatalities.

Heavy trucks⁷ represent 2.2 per cent of registered motor vehicles in NSW but they accounted for 15 per cent of all fatalities. In 2018, there were 52 fatalities from heavy truck crashes, 27 fewer than 2017 – a 37 per cent decrease.

Approximately two-thirds (66 per cent) of fatalities from heavy vehicle crashes occur in country areas and over half (56 per cent) of serious injuries from heavy vehicle crashes occur in metropolitan areas.

Speeding is generally more prevalent compared with the other behavioural factors for heavy vehicle drivers and in particular amongst articulated truck drivers in fatal and serious injury crashes. From 2014 to 2018, 11 per cent of heavy vehicle drivers were involved in fatal crashes and 13 per cent of heavy vehicles drivers involved in serious injury crashes were considered to be speeding.

⁶ Includes crashes involving heavy trucks or heavy buses

⁷ Includes crashes involving heavy trucks

From 2014 to 2018, 16 per cent of heavy vehicle driver fatalities and 8 per cent of heavy vehicle driver serious injuries were unrestrained.

From 2014 to 2018, 6 per cent of heavy vehicle drivers involved in fatal crashes and 7 per cent involved in serious injury crashes were considered to be fatigued.

For other road users, NSW attitudinal research indicates that around 40 per cent of all road users do not know where a heavy truck's blind spots are. Drivers aged 17-39 years were also more likely to take greater risks driving around heavy truckers, such as cutting in front of heavy trucks and overtaking a truck while it is turning.

A national survey also found while over three-quarters of current drivers (79 per cent) always allow extra space when overtaking or merging in front of heavy vehicles, the proportion of drivers with provisional licences who always do so was significantly lower (62 per cent).

Strategic approach and objectives:

The Road Safety Plan 2021 provides the strategic direction and actions for key road safety issues including heavy vehicles. Under the Plan, a new heavy vehicle safety strategy will be developed to improve the freight task across NSW.

Key actions relating to heavy vehicles include the expansion of the heavy vehicle average speed camera program to 36 enforcement lengths, and a partnership with the heavy vehicle industry to increase safety features in the fleet and enhance integration of fleet safety into heavy vehicle policy.

The Centre for Road Safety works with other NSW Transport cluster and the National Heavy Vehicle Regulator to regulate all vehicles over 4.5 tonne with the aim of providing major productivity gains for Australia, reduce the compliance burden on heavy vehicle transport, reduce duplication and inconsistencies, improve road safety and introduce national harmonisation with one national law.

The 'Be Truck Aware' campaign was developed to highlight the importance of taking extra care around trucks. With increased construction work across greater metropolitan Sydney, the campaign is aimed at Sydney road users, however is applicable to all metro and regional road users.

Current TfNSW programs and approach:

- Support the National Heavy Vehicle Regulator (NHVR) safety initiatives and planning for NSW transition of regulatory services, which maintains and improves safety standards on the NSW road network Improve heavy vehicle compliance through targeted enforcement
- Working with Industry and Associations to improve safety and chain of responsibility
- Average speed cameras on 25 lengths, which will be expanded to metropolitan areas
- 'Be Truck Aware' public education campaign - at a statewide level targeting light vehicle drivers and at Sydney metropolitan area level targeting vulnerable road users affected by Sydney Metro City and Southwest construction from Chatswood to Marrickville (Sydney region)
- Attitudinal research into heavy vehicles drivers
- Addressing Staysafe inquiry into heavy vehicle safety and use of technology to improve road safety.
- Promote the uptake of safer heavy vehicle technologies and features.
- Promote CITI technology.

Typical project components may include:

- Local publicity to support heavy vehicle enforcement
- Consulting with operators on road safety problems
- Identify and address local heavy vehicle issues
- Public education and community engagement to support TfNSW road safety marketing communications and engagement using evidence-based materials made available by TfNSW (paid advertising is only for exceptional activity and must be approved)
- Consulting with local heavy vehicle operators and TfNSW regional offices to:
 - Encourage operators to implement safe driving policies to increase seat belt use and to reduce driver fatigue, drug use and excessive speeding
 - Educate drivers about the risks of drug driving and driving while fatigued, including the issue of sleep disorders
 - Encourage operators to assist drivers to implement personal driver fatigue management plans
 - Ensure operators and drivers are aware that they are subject to legal requirements relating to chain of responsibility provisions, workplace safety legislation and fatigue law

Measures of success may include (depending on tools/activities used):

- Consultations held with local heavy vehicle operators and TfNSW regional offices, and changes in safety policies and practices implemented as a result
- Local heavy vehicle safety issues identified and actions implemented to address the issues identified
- Success of education, media and promotions (such as media and social media coverage/reach, website visits, attendance at events)
- Success in communicating key messages (may be assessed by surveys, audience/participant feedback, observations, ad hoc feedback from stakeholders and community)
- Any data or feedback suggesting an increase in engagement by the community or heavy vehicle drivers and operators, or changed attitudes about heavy vehicle safety.

Useful background knowledge:

- NSW Centre for Road Safety website (roadsafety.transport.nsw.gov.au)
- TfNSW heavy vehicles page (rms.nsw.gov.au/heavyvehicles)
- Current TfNSW marketing communications and engagement resources for heavy vehicle safety (toolkit – access via the TfNSW Creative Assets library: <https://creativeassets.transport.nsw.gov.au/site/welcome.me>)
- National Heavy Vehicle Regulator website (nhvr.gov.au)

11.11 Aboriginal road safety

Aboriginal road safety projects aim to increase the knowledge and understanding of road safety issues among Aboriginal people and their communities to reduce the incidence of trauma and improve social inclusion and economic participation.

Background:

Aboriginal people are over-represented in serious casualty road trauma compared to non-Aboriginal people. Aboriginal and Torres Strait Islander people make up around 2.9 per cent of the NSW population (2016 Census data) but represent 5.3 per cent of serious casualty road trauma.

Aboriginal fatalities have increased from 13 in 2005 to 24 in 2016, before falling back to 16 in 2017 (overall increase of 23 per cent between 2005 and 2017). This contrasts with the trends for non-Aboriginal fatalities, which have decreased by 25 per cent from 495 in 2005 to 373 in 2017.

Both Aboriginal and non-Aboriginal serious injuries have increased over the same period, though to varying degrees of magnitude. The number of Aboriginal people seriously injured on NSW roads has steadily increased since 2005 (436 to 643 in 2017, up by 47 per cent), compared to just a 1.5 per cent increase in the number of non-Aboriginal people seriously injured 11,331 (in 2005) to 11,498 (in 2017).

Aboriginal Licence Holders Statistical Report findings (2014):

- 43 per cent of Aboriginal licence holders hold a Learner or Provisional licence compared to just 13 per cent of non-Aboriginal licence holders.
- Aboriginal people are significantly less likely to own a vehicle of any type.
- Aboriginal licence holders are substantially less likely to pass the Driver Knowledge Test.
- Aboriginal licence holders are more likely to pass the Practical Driving Test.

Strategic approach and objectives:

The Road Safety Plan 2021 outlines increased access to licensing, safe and legal driving and improved social outcomes by expanding support and mentoring programs for disadvantaged people. The plan also outlines the development and implementation of an Aboriginal community engagement and capacity building program to support road safety in NSW Aboriginal communities.

A NSW Aboriginal Driver Licensing Interagency Committee is co-chaired by TfNSW and the NSW Department of Justice. The terms of reference (under review as at May 2020) commit the interagency to:

- Develop an agreed whole-of-government approach with policy, programs, funding and targets to improve the rates of Aboriginal driver licensing across NSW
- Be accountable to the Co-Chairs for providing subject matter expertise to implement the Interagency strategic work program
- Progress cross-agency initiatives, and identify opportunities for collaborative projects between agencies.

Specific conditions for project implementation

Council and TfNSW officers are advised to contact the TfNSW Regional Aboriginal Engagement Specialist and council's Aboriginal Community Development Officer prior to planning a project targeting Aboriginal communities to seek input into project development and delivery for Aboriginal people in their area.

Typical project components may include:

- Consulting with Aboriginal communities to determine road safety priorities and appropriate Aboriginal community led responses
- Developing partnerships with Aboriginal communities, agencies and community groups to implement road safety projects
- Public education and community engagement to support TfNSW road safety marketing communications and engagement, adapting materials where relevant and as culturally appropriate (paid advertising is only for exceptional activity and must be approved)
- Promoting authorised fitting stations and correct use of child restraints to parents and carers of children

- Promoting bicycle, scooter and skateboard safety and the helmet exchange programs

Measures of success may include (depending on tools/activities used):

- Working relationships or partnerships established with Aboriginal communities, agencies and community groups
- Consultation activities held with Aboriginal communities to determine road safety priorities and appropriate Aboriginal community led responses
- Increase recorded in child restraint and seat belt use
- Increase recorded in bicycle helmet usage and/or decrease in fines for not using a bicycle helmet
- Success of Aboriginal community targeted education/engagement, media and promotions (such as media and social media coverage/reach, website visits, attendance at events)
- Success in communicating key messages (may be assessed by surveys, audience/participant feedback, observations, ad hoc feedback from stakeholders and community)
- Any data or feedback suggesting an increase in engagement by Aboriginal community members around road safety.

Useful background knowledge:

- NSW Centre for Road Safety website (roadsafety.transport.nsw.gov.au)
- Current TfNSW marketing communications and engagement resources for road safety including Aboriginal communication considerations (toolkit – access via the TfNSW Creative Assets library: <https://creativeassets.transport.nsw.gov.au/site/welcome.me>)

11.12 Older road user safety

Older pedestrians, older drivers and passengers are over represented in fatal crashes. The ageing NSW population means there is a strong and growing need to improve the safety of older road users.

Background:

Representation of older drivers will grow rapidly over the next four years (2019-2023). The total NSW population is predicted to increase from 2012 levels by 30 per cent by 2042, with the population aged 85 plus years projected to increase by 167 per cent.

This trend is also reflected in the growth of driver licences for this age group. From 31 December 2014 to 31 December 2018 there was an increase of 13 per cent for the 60 to 74 age group, 19 per cent for the 75 to 84 age group and 20 per cent for the 85 plus age group.

NSW crash data shows that older drivers are over-represented in casualty crashes. Elderly (80+ years) road users continue to record the highest fatality rates per population (9.8 fatalities per 100,000 population). Over the ten year period 2009 to 2018 the number of older drivers aged 60 to 74 years involved in fatal crashes decreased by 4 per cent while the number of older drivers aged 85 years plus increased by 22 per cent.

As noted in the 'pedestrian' safety section (see section 11.7), of the 64 pedestrian fatalities in 2018, more than half (54%) were aged 60 years or more.

While there are many individual differences in the ageing process, even relatively healthy older adults are likely to experience declines in sensory, cognitive and motor skills to some degree.

Strategic approach and objectives:

The road safety challenge is to ensure the older driver licensing system supports active lifestyles of older people while decreasing the risk of crashes and maintaining road safety of all road users.

In March 2015, TfNSW developed the 'On the road 65Plus' booklet and website content to provide advice and safety tips for people in NSW aged 65 or over to help make safer choices when driving, riding, walking, using a mobility scooter or catching public transport. This resource also explains the NSW older driver licensing system, including information for those who want or need to transition from full-time driving to other transport options and promotes helping seniors stay independent and safe as they get older.

TfNSW seeks to ensure that mobility and access for older road users is maintained to continue their independence. CRS is also working within TfNSW and with other NSW agencies to progress road safety related actions from the NSW Ageing Strategy.

Under the Road Safety Plan 2021, integrated communications about licensing, safer transport and health factors and driving for older road users, their family/carers and the medical network is being developed

Current TfNSW programs and approach:

- Deliver targeted communications and education – 'On the road 65Plus'
- Developing integrated communications about licensing, safer transport and health factors and driving for older road users, their family/carers and the medical network
- Provide convenient, safe convenient transport options for older people
- Improve mobility scooter safety
- Review driver licensing for older drivers.

Typical project components may include:

- Public education and community engagement to support TfNSW road safety marketing communications and engagement, using and adapting materials as relevant to older road users (paid advertising is only for exceptional activity and must be approved)
- Delivery of workshops addressing pedestrian safety (Walking Safely)
- Delivery of workshops addressing road safety issues for older drivers (On the road 65Plus)
- Delivery of workshops on motorised wheelchairs (presentation available as part of Walking Safely)
- Identification of hazards on pedestrian routes frequently used by older pedestrians and development of countermeasures
- Local media releases and promotions focused on road safety linking with regional and state-wide campaign strategies targeted to older road users and relevant issues – eg. Seniors Week

Measures of success may include (depending on tools/activities used):

- Hazards identified on pedestrian routes frequently used by older pedestrians and countermeasures implemented

- Success of older road user workshops, media and promotions (such as attendance at workshops, media and social media coverage/reach, website visits)
- Success in communicating key messages (may be assessed by surveys, audience/participant feedback, observations, ad hoc feedback from stakeholders and community)
- Any data or feedback suggesting an increase in engagement or changes in attitudes by older road users.

Useful background knowledge:

- NSW Centre for Road Safety website (roadsafety.transport.nsw.gov.au)
- ‘On the road 65Plus’

11.13 Safety Around Schools

Background:

The NSW Government has a strong focus on improving school zone safety and visibility. Providing a safe road environment for students adjacent to school premises is paramount. School zones and children’s crossings and other school safety treatments are intended to protect children on their journey to and from schools at the times and places where they are most often found in higher numbers.

An Auditor General’s investigation considered the effectiveness of school zones in NSW and found they were associated with:

- Around 30 per cent reduction in all casualty crashes
- Almost 50 per cent reduction in child pedestrian (aged 5 to 16 years) casualties.

Strategic approach and objectives:

More than one million school students travel to and from school each day in NSW, and children’s road safety is one focus of working towards zero.

Children are particularly vulnerable road users, as they are smaller in size and may be less predictable within the road environment. Primary school and high school students can face different risks, with younger children being less experienced around roads, and older children being more prone to risk-taking behaviours.

NSW applies consistent, high visibility and priority road safety treatments to reduce the likelihood and severity of crashes, particularly with vulnerable road users, within NSW school zones.

The NSW government has implemented a safe system within school zones, where a 40km/h speed limit applies and high visibility safety treatments like signage, road markings and flashing lights are in place. More than 6,000 flashing lights are now in place in school zones across NSW.

Safe System in NSW School Zones:

<p>Safe Roads Traffic calming treatments Enhanced visibility: ○ Flashing lights ○ Dragon’s teeth ○ Signage Pedestrian crossings Fencing</p>	<p>Safe People Increased penalties ○ Speeding ○ Double parking ○ U-turns School Crossing Supervisors School education programs Safety campaigns</p>
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Pedestrian bridges Protected bus stops Kiss and drop zones Consistent look and feel	Safety resources (e.g. bike helmets) Policies for managing dedicated access points Staggered school start times Police & council enforcement
Safe Speeds 40km/h (8-9:30am & 2:30-4pm) Police enforcement 50 x school zone speed cameras	Safe Vehicles Speed advisor smartphone app <ul style="list-style-type: none"> o 'Entering active school zone' announcements

Higher fines and demerit points also apply within school zones, and the speed advisor app is available to alert drivers when they enter an active school zone.

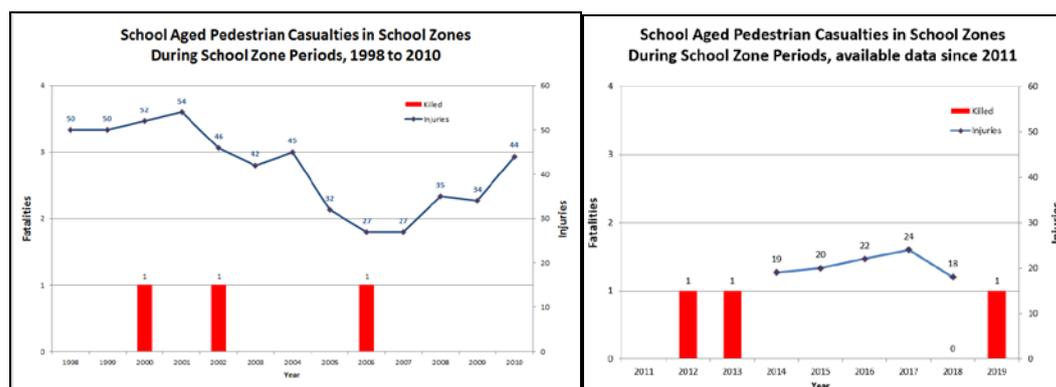
The School Crossing Supervisor Program is also a key component of school zone safety in NSW. There are currently 1,200 crossing supervisors, based at approximately 800 crossings across 700 NSW schools, to help students safely use pedestrian and children's crossings.

Road safety initiatives and programs around schools are managed by Transport for NSW, local councils, school communities and community members.

Road safety education is available for parents and carers to promote the safest ways to drop off and pick up children to reduce traffic dangers and keep children safe around schools.

Most school zones operate from 8:00am to 9:30am and 2.30pm to 4:00pm on all publicly notified school days. Aligning school zone operation dates and times ensures consistency across NSW, and improves driver compliance with school zones. NSW' school zone safety treatments have been effective, and school zones are now one of the safest areas of the road network.

Child pedestrian casualties in active school zones have fallen from around 50 per year prior to 2001, to around 20 per year in the most recent data (to end 2018).



Qualitative research also indicates that drivers take particular care within NSW school zones.

Current TfNSW programs and approach:

- Development of school zones, including 40km/h speed restrictions, and implementation of the school zone flashing lights program.

- The School Crossing Supervisor Program. In addition to the regular operation of the program, the NSW Government has also committed a further \$18.5 million provide 300 additional supervisors over this term of government.
 - 80 new SCS locations were announced in 2019, and additional new locations will be announced over the remaining years of the program.
 - These new crossing supervisors are being appointed under new warrant criteria. To qualify for a crossing supervisor, a crossing now only requires at least 50 unaccompanied children or 300 vehicles per hour, in the morning or afternoon.
- School Zones 'Slow Down to 40' state wide campaign, which also includes messaging around dangerous and illegal manoeuvres around schools (eg. double parking and illegal 3-point turns) and promotion of the speed advisor smartphone app (which includes 'entering active school zone' announcements).
- TfNSW works with the Department of Education on a host of programs for Road Safety Education in schools – including the Safety Town and On the Move websites.
- Information about programs and responsibility for safety around schools is available on the CRS website, along with fact sheets with information for schools to share with families and the wider school community.

Typical project components may include:

- Promoting driver compliance with 40km/h school zones and when passing a school bus
- Promoting road user compliance in relation to safety on and around buses (i.e. bus safety)
- Supporting local NSW Police enforcement of school zones
- Working with families and school communities to promote safer parking, pedestrian and driving behaviours around schools
- Providing road safety advice to relevant school and parent/carer organisations (i.e. safe pedestrian, passenger and wheel user messaging for parents to share and reinforce)

Measures of success may include:

- Increased percentage of motorists driving at or below the posted speed limit in school zones
- Increased percentage of drivers in school zones obeying road rules relating to parking, school crossings, and the use of mobile phones
- Consultations held between councils and communities about school safety issues on council roads that require engineering treatments
- Engineering treatments implemented on council roads to improve safety around schools.

Overview of the relevant agencies' responsibilities around schools:

TfNSW provides:

- Installation of new school zones – new school or new direct access point
- Installation and maintenance of all speed zone signs, including 40km/h school zone signs.
- Installation and maintenance of school zone flashing lights signs
- Installation of all 40km/h School zone patches and dragon's teeth road markings
- Removal of school zones following the closure of a school
- Operating times of 40km/h school zones
- Installation and maintenance of School zone flashing lights

- Approval and operations of traffic signals
- Speed cameras
- School crossing supervisors.

For schools on a state road, TfNSW is also responsible for:

- Pedestrian and children's crossings
- Changes to parking restrictions
- Road surface repairs
- Installation and maintenance of all signs
- Safety fencing
- Installing or moving a bus zone/stop

For schools on a regional or local road, the local council is responsible for:

- Parking – changes to restrictions, signs
- Road repairs
- Pedestrian and children's crossings
- Maintenance of dragon's teeth and patches
- Installation of traffic calming devices, including speed humps and roundabouts

- Off-road shared paths, cycle paths, walking trails
- New and replacement Children's Crossing flags
- Courtesy speed checks (determined by the Council if required)
- Installing or moving a bus zone/stop
- Footpaths – installation and maintenance
- Road signs maintenance
- Road surface repairs

Local councils may apply for funding for appropriate safety works under the Safer Roads Program.

11.14 School road safety education

TfNSW funds the NSW Road Safety Education Program. It provides classroom-based road safety education resources and consultancy support for teachers as part of the Personal Development, Health and Physical Education (PDHPE) curriculum for students in Years K-10 and school wellbeing/pastoral care programs for students in Years 11 and 12. Working within a Safe System framework, the NSW Road Safety Education Program aims to reduce the number of casualties of children and young people and to develop long term safe behaviour, knowledge and attitudes to road safety.

As part of this program, Road Safety Education specialist teachers are employed state-wide by the Department of Education, Catholic Schools NSW and the Association of Independent Schools of NSW, to provide advice and professional development to teachers and schools about the teaching of road safety and the use of TfNSW's road safety education resources. The road safety education teachers have specialist knowledge of curriculum, the developmental learning needs of children and young people and work collaboratively with TfNSW in the development of the Road Safety Education program, its resources and key road safety messages.

Delivery of road safety education programs within the classroom is the role and responsibility of teachers who are the most appropriate providers of health and safety education programs in schools. Teachers know their students, understand what

students need to know and learn as part of the curriculum, and are able to support an ongoing road safety education program.

RSOs and the Road Safety Education specialists are encouraged to work collaboratively to provide support to schools to assist in resolving issues and promoting positive road safety behaviours through curriculum (Road Safety Education specialist) and engaging the community (RSOs). By collaborating with the Road Safety Education specialists, RSOs can more effectively develop and implement projects targeting families of children and young people within local contexts.

RSOs can play a valuable role building relationships with the Road Safety Education specialists, Principals, Parents and Citizens/Parents and Friends Associations to help promote road safety and positive road behaviours of parents/families within the school community.

RSOs can carry out ad hoc engagement activities within school communities that promote TfNSW's key road safety messages for families. They must not develop or present learning programs for students unless in collaboration with a road safety education specialist from the appropriate education sector and teachers at the school.

To avoid duplication and confusion of roles between the education sectors and councils, TfNSW will not fund projects or initiatives developed to deliver school education programs, lessons, materials, events/workshops to students and/or teachers within schools.

Example project components may include:

- Increasing family and community awareness of safe parking, pick up and drop, driver behaviour around schools
- Increasing community awareness of TfNSW key road safety messages for families to share with children
- Increasing family and community awareness of child restraint laws by distributing TfNSW child restraint information
- Increasing awareness of keeping young children in booster seats for as long as possible
- Devising council strategies to improve safe pedestrian access, drop off and pick up access to schools
- Identification of hazards on pedestrian routes frequently used by families and children on route to and from school, and development of countermeasures

Measures of success may include:

- Improvement in driving and parking behaviour of parents/carers around school sites
- Improvement in pedestrian routes and access to sites used by school children and families
- Improved pedestrian routes and facilities used by families and children
- Increased awareness of key road safety messages for families to share with children

Useful background knowledge:

- [NSW Centre for Road Safety – Road Safety Education](#)
- [Keeping our kids safe around schools fact sheets – for families for distribution through schools](#)
- [Safety Town – Parent’s Section](#)
- [On the Move](#)

Contact details:

- [Department of Education - Road Safety Education](#)
- [Catholic Schools NSW](#)
- [The Association of Independent Schools of NSW](#)

11.15 Early childhood road safety education

Kids and Traffic, the NSW Early Childhood Road Safety Education Program, is fully funded by Transport for NSW, and forms part of the NSW Road Safety Education program. Working within a Safe Systems framework, Kids and Traffic aims to reduce the number of child casualties on road and off road traffic environments and to develop long term safe community attitudes to road safety. TfNSW fully funds Kids and Traffic.

Kids and Traffic provides professional development for early childhood educators in children’s services (long day care, pre-schools, family day care etc.) and relevant tertiary training institutions. Additionally, Kids and Traffic develops road safety education resources for educators, children and families.

Kids and Traffic employs a team of early childhood road safety education specialists who have knowledge of the early years learning framework, the developmental learning needs of young children and work closely with TfNSW in the development of the Road Safety Education program, its resources and key road safety messages.

It is not the role of an RSO to provide programs for early childhood services. TfNSW will not fund projects that work directly with staff or children in children’s services, or projects that duplicate resources, services and training by Kids and Traffic.

RSOs must not carry out education campaigns or activities in early childhood services unless it is in collaboration with Kids and Traffic. Working collaboratively with Kids and Traffic, RSOs can more effectively develop and implement projects targeting families of young children in local contexts.

Typical project components may include:

- Increasing family and community awareness of the dangers of reversing vehicles / Low Speed Vehicle Run Overs (LSVRO)s / driveway safety
- Increasing family and community awareness of child restraint laws by distributing TfNSW child restraint information
- Increasing community awareness of correct choice of child restraints
- Increasing awareness of keeping young children in booster seats for as long as possible
- Devising Council strategies to improve safe pedestrian access in the local area

These should target:

- Families with young children
- GPs, hospitals, early childhood health centres, immunisation clinics, chemists, churches and children's libraries
- Play groups, learn to swim classes, baby gyms, child restraint and wheeled toy retailers, parent/grandparent groups, sporting and recreational groups.

Measures of success may include:

- Improvement in driving and parking behaviour of parents/carers around relevant sites
- Improvement in pedestrian access for sites used by children and families
- Increase in the percentage of correctly fitted child restraints
- Increased awareness of driveway safety and LSVRO issues.

Contact details:

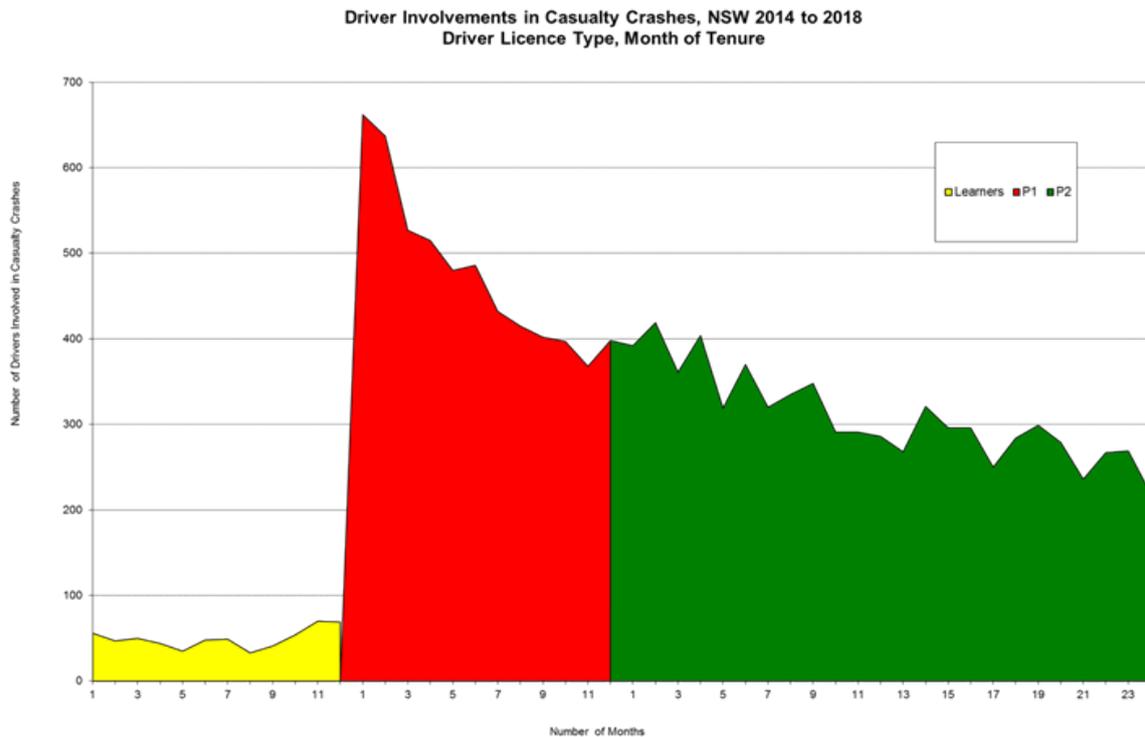
Early Childhood Road Safety Education Program: kidsandtraffic@mq.edu.au

Website: kidsandtraffic.mq.edu.au

11.16 Young drivers

Since the Graduated Licensing Scheme (GLS) was introduced in June 2000, young driver fatalities have reduced by around half. However, young drivers continue to be over-represented in casualty crashes in NSW. Despite making up only around 15 per cent of all licence holders, younger drivers represent almost a quarter of annual road fatalities.

The figure below shows the number of novice drivers involved in casualty crashes in NSW from 2014 to 2018. This graph shows that while the Learner driver period is the safest period for driving, P1 drivers are at highest risk of crashing in the first six months. As novice drivers gain experience in the P2 phase and progress through the GLS their rate of crash involvement diminishes but is still around twice as high as drivers with an unrestricted licence.



Younger drivers face many challenges when learning the complex task of driving a vehicle. With their inexperience, they also face a higher risk of danger. Research shows that young drivers in particular have higher crash risks due to:

- The nature of adolescent development which affects a young person's cognitive and perceptual skills
- Lack of driving experience
- Poor ability to anticipate, perceive, identify and, therefore, react to hazards
- Failure to recognise/assess risk and a propensity to take intentional risks
- Propensity to be over-confident and over-estimate their driving ability.

Strategic approach and objectives

Young drivers continue to be a key priority in NSW given their over-representation in crashes. The Graduated Licensing Scheme (GLS) is the main strategy to prepare novice drivers, in particular young drivers (17-25 years of age), to be safe and low risk driving through a staged approach to driver licensing that builds on-road experience in a range of conditions, and improves hazard perception, knowledge of road rules, and risk management.

In 2014, the [Australian Graduated Licensing Scheme policy framework](#), was approved by the Transport Infrastructure Council for adoption by all jurisdictions. The framework outlines recommended GLS elements across three stages: Standard, Enhanced, and Exemplar. The NSW GLS aligns with this framework and has most of the elements of the Exemplar model.

Learner drivers must complete 120 hours of supervised driving prior to presenting for the test to progress to a provisional (P1) licence. This component of the GLS was introduced because the first 12 months of driving solo is the riskiest time for novice drivers. In December 2009, changes were introduced to the GLS allowing learner drivers undertaking 10 hours of professional structured driving lessons to record 30 hours in their learner driver logbook.

There are a range of restrictions for provisional drivers which include a zero BAC, maximum speed restrictions (90km/h for P1 and 100km/h for P2), not using mobile phones while driving, vehicle restrictions, zero tolerance on speeding and passenger restrictions between 11pm and 5am for P1 drivers under 25 years of age.

The Safer Drivers Course was introduced in NSW on 1 July 2013 as an accredited optional component of the GLS to assist learner drivers to become safer drivers as they progress to driving solo as a provisional licence holder. The Course involves theoretical and practical coaching, and aims to provide learner drivers with driving strategies such as speed management, gap selection, hazard awareness and safe following distances. A course fee exemption is available for disadvantaged young learner drivers who meet the initiative's criteria.

The Helping Learner Drivers Become Safer Drivers Workshop was developed for parents and supervisors of learner drivers in recognition of their important role in supporting learner drivers. The workshops offer practical advice on how to help learner drivers become safer drivers, and cover topics such as: how to use the Learner Driver Log Book, planning driving sessions, how to deal with difficulties that may arise during driving practice and the importance of giving learners constructive feedback.

The Driver Licensing Access Program was developed to assist Aboriginal and other disadvantaged people to overcome barriers (such as completing the required 120 hours of supervised driving), obtain their driver licence and remain safe and legal drivers. The Driver Licensing Access Program is also available to drivers over 25 years.

Current TfNSW programs and approach

The Graduated Licensing Scheme

- Review road safety content in driver testing, including safe interaction with pedestrian, cyclists, motorcyclists and heavy vehicles
- Helping Learner Drivers Become Safer Drivers Workshops (for supervising drivers)
- The Safer Drivers Course
- The Driver Licensing Access Program (DLAP)
- Behavioural road safety campaigns
- bstreetsmart
- TAFE partnership workshops.

Appropriate activities and projects include:

- Raise awareness and deliver the 'Helping learner drivers become safer drivers' workshops to supervising drivers including to volunteer supervisors and mentors of community programs.
- Promote Safer Drivers Course and associated fee exemption for disadvantaged learner drivers
- Promote DLAP to disadvantaged communities/individuals
- Promote TAFE partnership and deliver workshops to educate young drivers about road safety. This may include developing train-the-trainer programs for TAFE to deliver the workshop. (Note the showbags for the TAFE workshops will be funded by TfNSW in 2020-21).

11.17 Identification of road safety engineering projects

Work to support the development of funding applications for road safety engineering projects under other TfNSW programs aimed at improving the safety of local roads is encouraged.

Typical project components may include:

- Road safety data analysis, stakeholder consultation or road safety audits where there is a clear intention to use the results to improve road safety
- Preparation of council road safety project proposals
- Road safety input into traffic management decisions and development assessment
- Coordination of road safety education
- Road safety education/promotion to increase the acceptance of engineering works such as pedestrian fencing

Measures of success may include:

- Analyses of road system completed and problems defined
- Road safety audits conducted and results used
- Road safety project proposals prepared
- Road safety input into traffic management and development decisions influenced final decision
- Road safety education/promotion resulted in community engagement and acceptance of road safety countermeasures

Useful background knowledge:

- Local government programs on TfNSW website
- TfNSW Safer Roads Program

11.18 Safe System Program

Background

This Safe System section has been added to capture broader RSO projects that more closely align with several safer systems approaches and target more than one behavioural issue such as the [Towards Zero strategy](#), the [Saving Lives on Country Roads campaign](#), [Road Safety and Your Work: A Guide for Employers](#), and the Road Safety Plan 2021 more broadly.

As referenced in section 3, TfNSW uses the Safe System approach to reduce death and serious injuries on NSW roads. This approach takes a holistic view of the road transport system and the interactions between the key components of that system — the road user, the roads and roadsides, the vehicle and travel speeds. It recognises that all components of the system have a role to play in helping to keep road users safe.

Strategic approach and objectives

NSW has a road safety target of reducing road fatalities by 30 per cent from 2011 to 2021 requiring a reduction from 5.8 fatalities per 100,000 people in 2011 down to 3.4 fatalities per 100,000 people in 2021, with an ultimate goal of zero fatalities and serious inquiries. While the NSW Road Safety Strategy 2012-2021 has been effective in reducing the fatality rate from 5.67 deaths per 100,000 people in 2010 to the rate of 4.59 per 100,000 people in 2015, the long-term fatality rate is currently above the trend for the 2021 State Priority target.

In February 2018, the NSW Premier and then Minister for Roads, Maritime and Freight launched the Road Safety Plan 2021 (the Plan). The Plan reprioritises our focus and outlines our commitment to deliver targeted and proven initiatives that will help us progress towards our road safety goals, addressing key trends, trauma risks and the types of crashes occurring on NSW roads.

The Plan uses the Safe System approach, which also underpins the NSW Road Safety Strategy 2012-2021. To achieve its long-term aspirational goal of zero fatalities and serious injuries on the road network, NSW has adopted the safe system approach underpinned by these principles:

- People are human and sometimes make mistakes – a simple mistake shouldn't cost anyone their life.
- Roads, roadsides, travel speeds and vehicles need to be designed to minimise crashes or reduce forces if a crash happens.
- Road safety is a shared responsibility – everyone needs to make safe decisions on and around the road to prioritise safety.

The Saving Lives on Country Roads program and campaign were developed to address the two-thirds of the deaths occurring on country roads, as well as 37 per cent of serious injuries. Over 70 per cent of people killed on country roads are local residents.

Current TfNSW programs and approach

The Road Safety Plan 2021 provides the strategic direction and key actions to address key road safety issues over five years to achieve a 30 per cent reduction in road fatalities by 2021.

Under the plan the Saving Lives on Country Roads program has been implemented to address trauma on country roads and coordinates infrastructure with education, enforcement and engagement. As part of this program, the Saving Lives on Country Roads Campaign has been developed to raise awareness about fatalities and serious injuries on country roads and encourage country drivers to re-think the common excuses used to justify their unsafe behaviour on the road.

Other key safe system programs include the Road Safety and Your Work: A Guide for Employers. It has been developed in partnership with key stakeholders and aims to cover the importance of developing a safe driving policy for work and provide a road map on how business owners/organisations can develop their own safe driving policy.

Appropriate activities and projects include:

- Working with local employers and industry to promote, engage with, educate and distribute resources as part of the 'road safety in your workplace' program to enable organisations to embed a positive road safety culture within their workplace. This includes attending train the trainer training, delivering the associated workshop, providing employers advice etc.
- Contribute to raising awareness of current road trauma trends and building a road safety culture
- Promoting the uptake of safer vehicles
- Cross-collaborate with other TfNSW programs and agency partners to provide a behavioural perspective when applying a safe system approach to road safety initiatives

- Increase understanding of the Towards Zero vision based on the safe system approach by engaging community (could include local PR/event opportunities, recruiting stakeholders and ambassadors, and utilising social media etc)
- Encourage buy-in from stakeholders and community to the road safety initiatives developed under the Road Safety Plan 2021
- Implement relevant initiatives and countermeasures identified in the Road Safety Plan 2021
- Promoting and delivering road safety events such as Fatality Free Friday, National Road Safety Week and Road Rules Awareness Week
- Promoting Toward Zero – a Safe System approach to stakeholders and the community
- Promote the Towards Zero overarching campaign for road safety, associated Safe System messaging and community engagement
- Promoting safe driving around animals on the road
- Promote the Saving Lives on Country Roads campaign messaging to highlight the impact of road trauma on country NSW communities
- Investigate the needs of CALD NSW road users unique to the region and adapt appropriate road safety programs.
- Other work which contributes to progress in the LGRSP as a whole (e.g. attendance at the Regional Coordination Meetings/Workshops or at planning days).

12. Advertising

Transport for NSW invests in a multi-million dollar state-wide marketing communications program designed to shift attitudes and behaviours in relation to road safety and encourage safer road user behaviours. This form of marketing is paid advertising via mass media channels.

The road safety marketing communications program primarily consists of key advertising campaigns, and seeks to deliver reach for attitudinal (eg. Towards Zero, Country Roads), behavioural (drink driving, driver fatigue) and enforcement (Stop it... Or cop it, double demerits) campaigns across all TfNSW regions and 130 LGAs in NSW.

TfNSW manages the marketing communications program in accordance with the [Government Advertising Act 2011](#), which requires that all advertising activity exceeding \$250,000 in value is approved via a process facilitated by the Department of Customer Services. Therefore, all paid road safety advertising, including those paid by local councils need to be incorporated into TfNSW's annual approvals. For example, local print, radio or outdoor advertising booked by TfNSW or a local council could place TfNSW at risk of non-compliance with NSW Government Advertising legislation.

Any proposed paid advertising (local newspapers, Facebook posts, outdoor billboards etc) as a component of a local road safety project must be approved by TfNSW through the relevant TfNSW region to ensure it does not breach NSW Government advertising guidelines and expenditure limits for each annum.

When submitting paid advertising as a LGRSP project component, the nature and value of paid advertising being proposed must be disclosed. This will ensure requests are assessed accurately, and advertising spend is tracked in accordance with the Government Advertising Act.

Before making paid advertising requests to the relevant TfNSW region, local councils must consider if paid advertising is essential and the same outcomes cannot be achieved via other communication channels. Paid advertising requests are for exceptional activity only and will not always be approved. Approval to use TfNSW campaign material will require a lead time of 2-6 weeks depending on the nature of the advertising request. In turn, RSOs are encouraged to pursue non-advertising communications and community engagement activities to heighten awareness of road safety in their local area. This type of marketing includes, but is not limited to, the following activities:

- Events (eg. marketing presence at a local fair or festival)
- Ambassadors, speakers and advocacy staff
- Website content and social media posts
- Publications, banners and other printed materials
- Road environment signage (eg. pavement stencils, banners, portable VMS)
- Promotional merchandise
- Localised public relations efforts

It is expected that Councils utilise TfNSW road safety marketing communications and engagement materials to address road safety issues in their local area. These materials are available via the TfNSW Creative Assets Library and supporting toolkit. For any road safety issues and topics that are not covered by existing marketing

resources, RSOs are encouraged to contact their Road User Safety Manager (or Network and Safety Manager in Greater Sydney Division) for guidance in relation to the development of an appropriate communications solution. Councils are not encouraged to develop their own marketing or public education resources where a relevant state-wide resource exists in order to maximise consistency of road safety communications across NSW, as well as minimise duplication.

TfNSW advice and approval for other promotional material developed either by council or by external agencies must be obtained prior to use. TfNSW will manage its internal approvals. Approval will require at least six weeks lead time.

Project applications with components that include producing television commercials or development of local media campaigns which duplicate existing TfNSW campaigns will not be approved.

Please note, projects with advertising components will also be subject to approval from the TfNSW campaigns team to ensure compliance with the *Government Advertising Act 2011*.

13. Sponsorships

TfNSW engages sporting organisations to help address major road safety behavioural factors and deliver meaningful community engagement initiatives to target demographics across NSW. A sponsorship is a commercial arrangement in which a sponsor provides a contribution in money or in “value-in-kind” to support specified activities in return for agreed and defined benefits. TfNSW does not engage in sponsorship for purely charitable or philanthropic purposes. All road safety sponsorship proposals must be reviewed by the TfNSW Sponsorships Team and captured in the sponsorship register.

14. Road safety resources and merchandise

Road Safety marketing communications and engagement resources and materials (eg. posters, pull up banners, images, videos for presentations etc.), working files, tools and other content which can be used in local public education activities can be found on the TfNSW Creative Assets Library.

Accessing the TfNSW Creative Assets Library

- Go to <https://creativeassets.transport.nsw.gov.au/site/welcome.me> If you need assistance, email creativeassets@transport.nsw.gov.au

View and order road safety merchandise or printed educational resources

- Go to the Finsbury Green website ordering facility
<https://finsbury.sourceithq.com/Login/?ReturnUrl=%2F>

Finsbury Green Help Desk/Customer Service Desk: (Phone) 1800 515 222
(Email) fnsworders@finsbury.com.au

Obtaining additional assistance

- For other community road safety resource product information, to establish a council log-in or for any service problems with Finsbury Green, please contact:

Geraldine Diciara
Administration and Distribution Officer
Road Safety Engagement
Insights and Engagement
Transport for NSW
Phone: 8265 8321
Email: Geraldine.Diciara@transport.nsw.gov.au or
towardszero@transport.nsw.gov.au

Note: Councils should order their resources directly from Finsbury Green.