



# TOWARDS ZERO

*getting there together*


ROAD SAFETY STRATEGY 2008 - 2020



# **Development of *Towards Zero* Road Safety Strategy for 2008-2012 in Western Australia**

Iain Cameron  
Executive Director

A Contribution for the Meeting of Road Safety Leaders  
MINSK  
13-15 May 2009



# Community Forums



# Engaging the Community in Dialogue

Gaining honest and open feedback we utilised hand held voting machines,

- 1.Wait for the music to start
- 2.Vote using the numbered keys
- 3.Use the 'C' button to clear an error then revote
- 4.There is no need to press enter



# Microphone Instructions

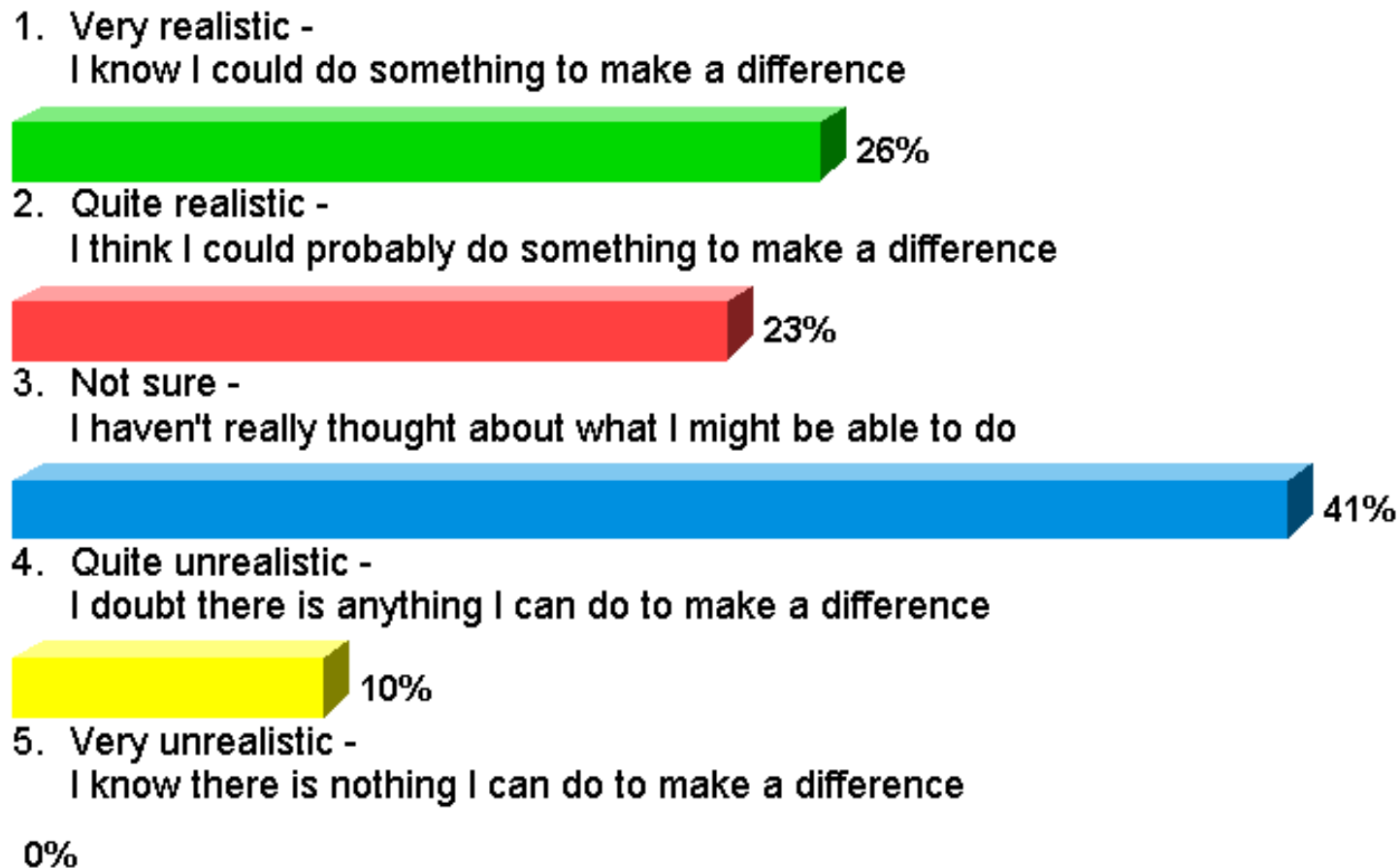
**Features to encourage participation;**

- 1. Turn keypad upside down**
- 2. HOLD down large blue button**
- 3. Hold approx. 15cm from mouth and speak into microphone clearly**



# What the Participants Viewed

How realistic do you think it is that you, as an individual or as part of your community, could do something to make a difference in the level of road trauma in your community?



## Another Example of Responses

When you are driving would you say that you:

1. Always wear a seat belt



2. Usually wear a seat belt



3. Occasionally wear a seat belt



4. Never wear a seat belt



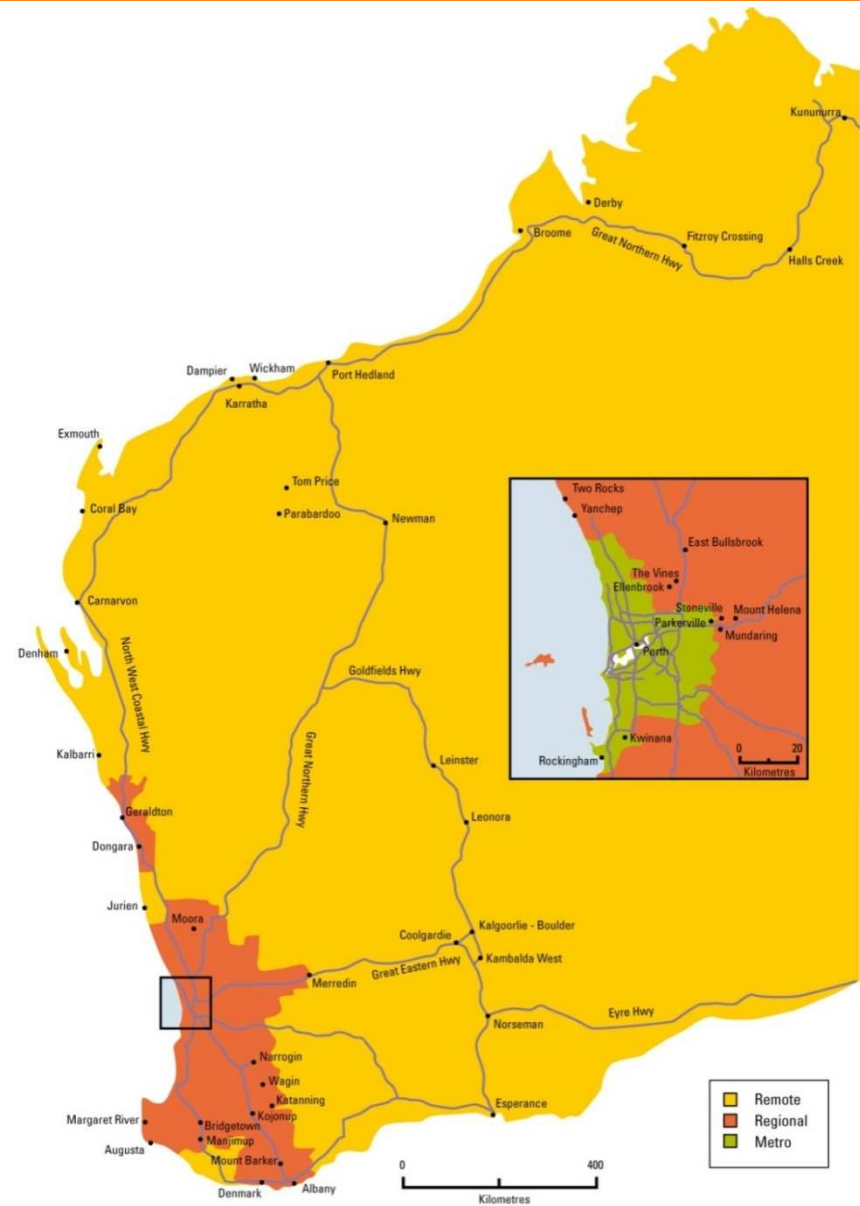




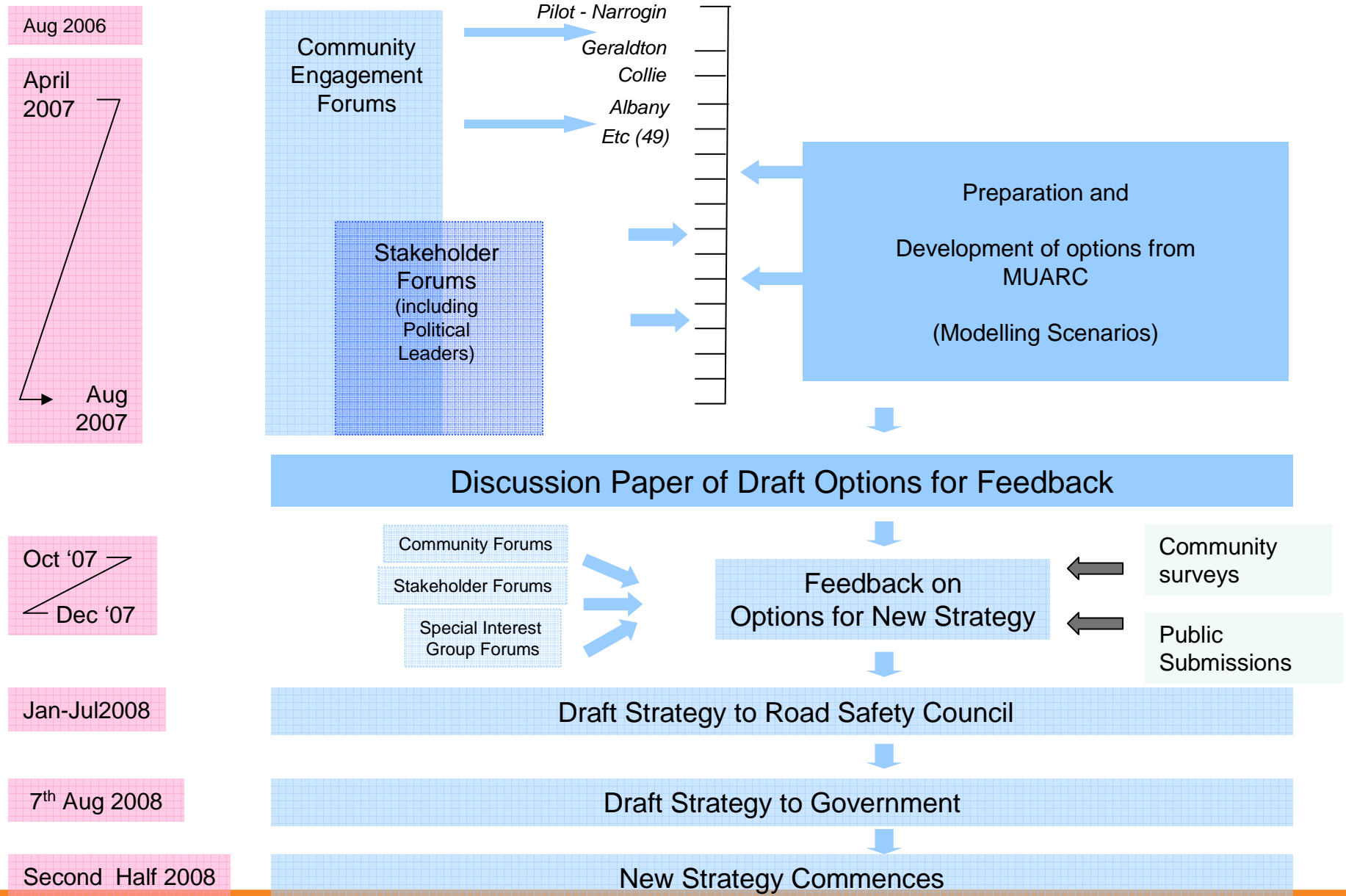


# Geographical Areas:

Metro, Regional, Remote

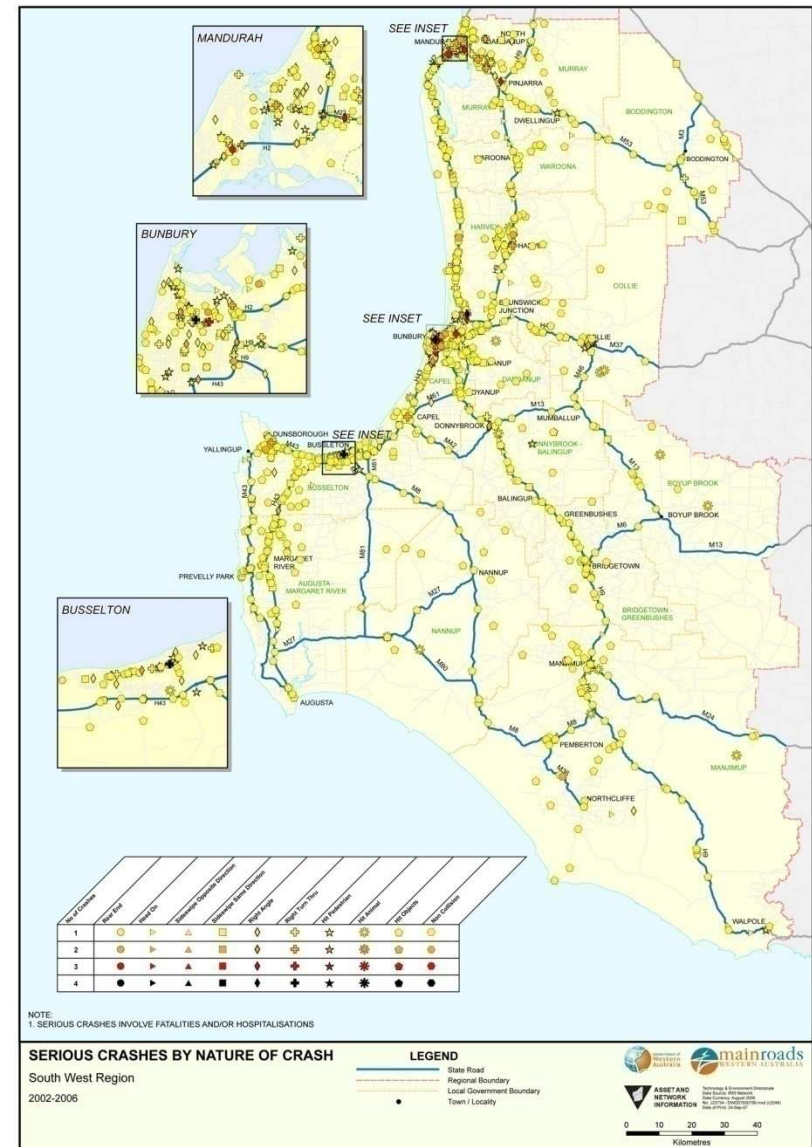


# Strategy Consultation and Development



# South West Region

## Serious crashes by nature of crash



# South West Region Serious crashes where illegal behavior was not a factor



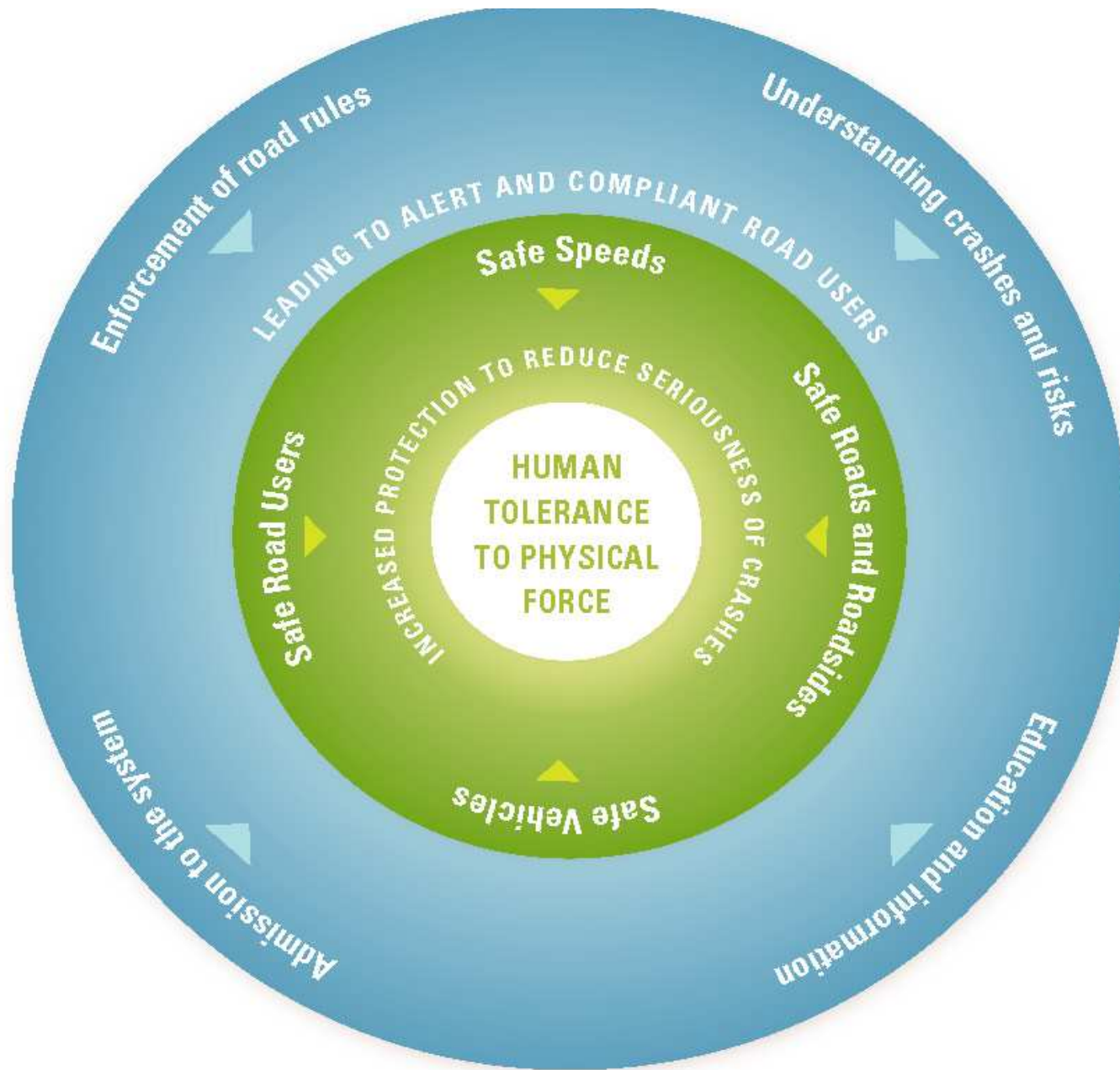
# Major Crash Types and Contributing Factors

High Priority Category	Metropolitan		Rural		Remote		WA	
	n	%#	n	%#	n	%#	n	%#
Intersections	1,855	44%	1,006	29%	102	7%	2,963	33%
Run-off-road	774	18%	1,349	39%	860	62%	2,983	33%
Head-on	141	3%	289	8%	67	5%	497	5%
Other crash types	1,444	34%	810	23%	357	26%	2,611	29%
Speed	582	34%	556	32%	316	40%	1,454	34%
Fatigue	na	na	na	na	na	na	2,263	25%
Distraction	na	na	na	na	na	na	2,263-3,621	25-40%
Drug driving	na	na	na	na	na	na	42	26%
Drink driving	418	10%	350	10%	228	16%	996	11%
Non-restraint use	122	5%	202	8%	280	26%	604	10%
Young drivers	768	29%	680	29%	203	27%	1,651	29%
Indigenous drivers	na	na	na	na	na	na	814	9%
Motorcyclists	516	12%	440	13%	107	8%	1,063	12%
Pedestrians	403	10%	151	4%	63	5%	617	7%
Bicyclists	198	5%	84	2%	11	1%	293	3%
Older road users	518	12%	387	11%	92	7%	997	11%
Heavy vehicle occupants	19	0.5%	56	2%	71	5%	146	2%
Casualties involved in heavy vehicle crashes	170	4%	262	8%	130	9%	562	6%



# Hidden Risks in Transport

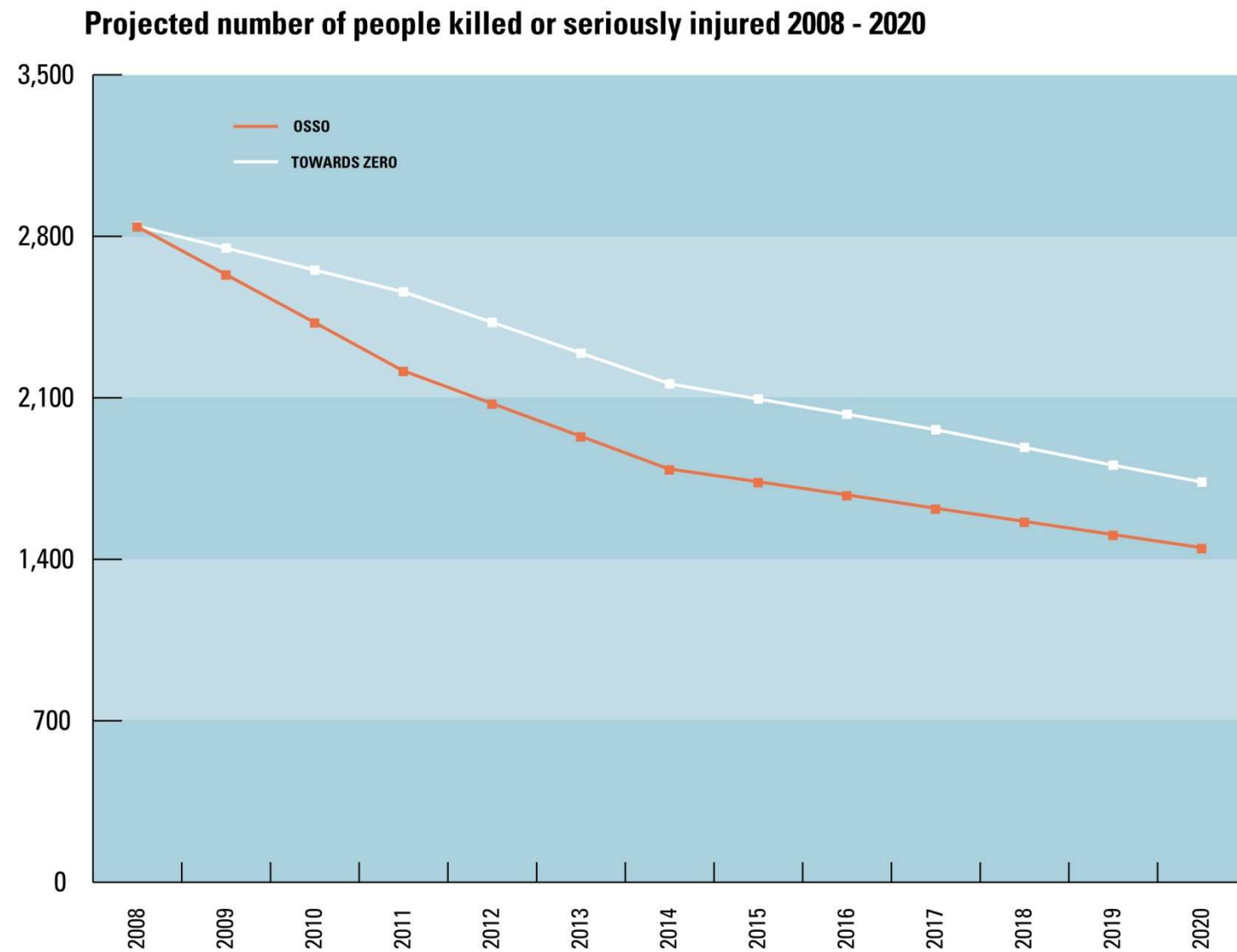




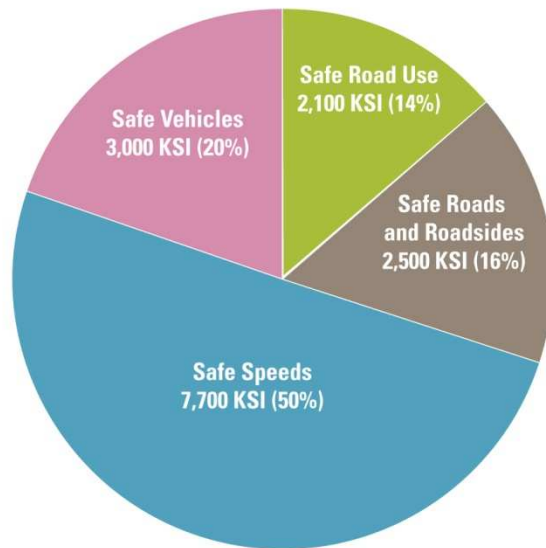
**Figure 9: The Safe System** (adapted from Australian Transport Council, 2007)



# Projected Reductions in Trauma

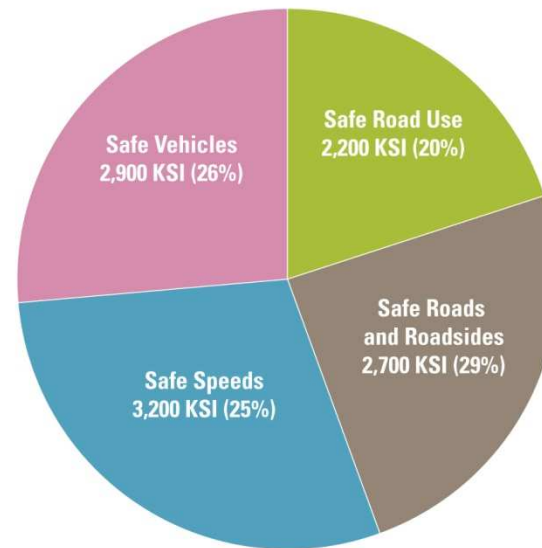


# The Cornerstones of the Safe System



**Optimum strategy**

Projected cumulative savings in numbers killed and seriously injured 2008-2020 MURAC best possible strategy (OSSO).

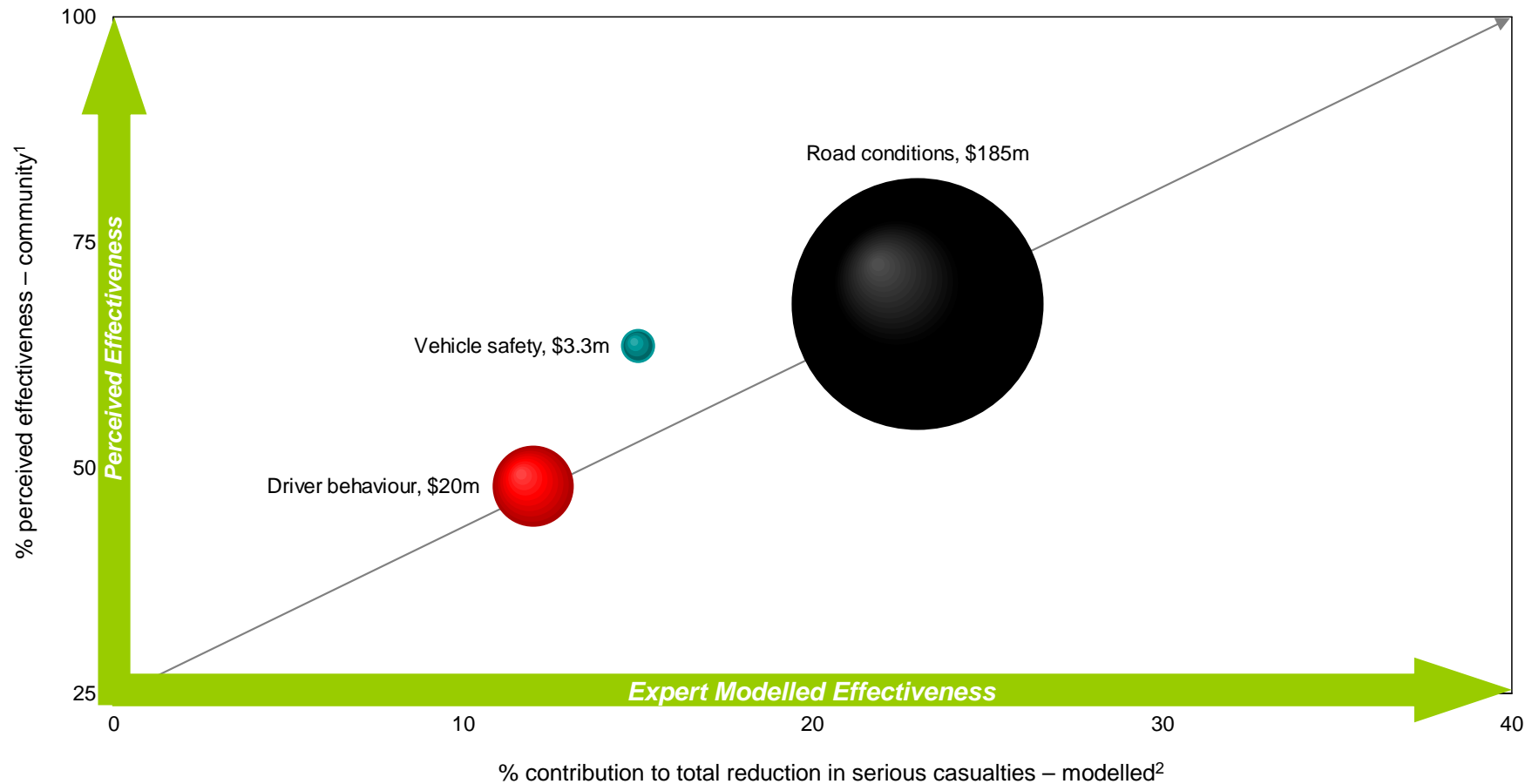


**Recommended strategy**

Projected cumulative savings in numbers killed and seriously injured 2008-2020 Towards Zero recommended strategy.



## Community perception versus Expert modelled effectiveness of safer systems cornerstones



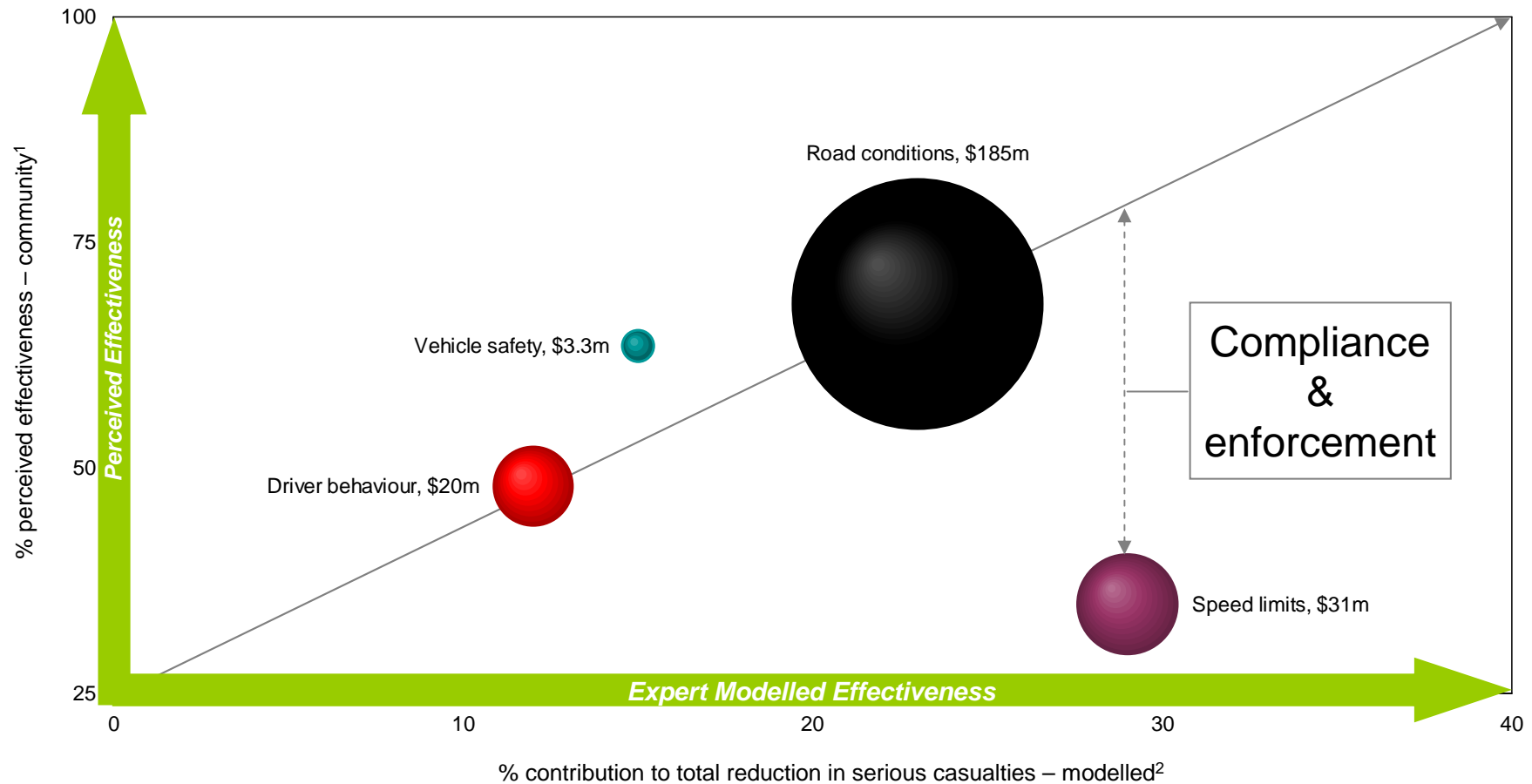
Sources:

<sup>1</sup> Safer Vehicles Campaign Evaluation, August 2007, Synovate

<sup>2</sup> Road Safety Strategy 2008-2020 Discussion Paper, September 2007, MUARC



## Community perception versus Expert modelled effectiveness of safer systems cornerstones



Sources:

<sup>1</sup> Safer Vehicles Campaign Evaluation, August 2007, Synovate

<sup>2</sup> Road Safety Strategy 2008-2020 Discussion Paper, September 2007, MUARC

# Summary Implications from Community Feedback

## Summary/Implications

- Majority/strong support for:
  - safer road users, vehicles, roads/roadsides
- Divergent views on speed limit reductions

### KEY FINDINGS

- Not well supported by **special interest groups/individuals**
- Reluctant support for delay

- **Community** at large less resistant
- Enforcement/compliance issue
- Mobility

### IMPLICATIONS IF REDUCTIONS ACCEPTED

- Louder voice, potential to influence
- Understand key issues by group – work closely to manage

- Community education is critical
- Supported by enforcement/perceptions of enforcement

## Where to from here?

- In March 2009, *Towards Zero* was endorsed by the Cabinet of the WA Government and presented to the WA Parliament on the 19 March 2009, where it received bipartisan support (Copy of the Ministers Speech is enclosed).
- Our focus has now been turned to implementation.

*Towards Zero can be found at [www.ors.wa.gov.au](http://www.ors.wa.gov.au)*

*For further information please contact [iaain.cameron@dpc.wa.gov.au](mailto:iaain.cameron@dpc.wa.gov.au)*

# TOWARDS ZERO

*getting there together*



*Thank you*