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

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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?

1. Very realistic -
   I know I could do something to make a difference
   - 26%

2. Quite realistic -
   I think I could probably do something to make a difference
   - 23%

3. Not sure -
   I haven't really thought about what I might be able to do
   - 41%

4. Quite unrealistic -
   I doubt there is anything I can do to make a difference
   - 10%

5. Very unrealistic -
   I know there is nothing I can do to make a difference
   - 0%
Another Example of Responses

When you are driving would you say that you:

1. Always wear a seat belt - 69%
2. Usually wear a seat belt - 23%
3. Occasionally wear a seat belt - 5%
4. Never wear a seat belt - 3%
Geographical Areas:

Metro, Regional, Remote
Strategy Consultation and Development

- Community Engagement Forums
  - Pilot - Narrogin
  - Geraldton
  - Collie
  - Albany
  - Etc (49)

- Stakeholder Forums (including Political Leaders)

- Preparation and Development of options from MUARC (Modelling Scenarios)

- Discussion Paper of Draft Options for Feedback

- Feedback on Options for New Strategy

- Draft Strategy to Road Safety Council

- Draft Strategy to Government

- New Strategy Commences
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

<table>
<thead>
<tr>
<th>High Priority Category</th>
<th>Metropolitan</th>
<th>Rural</th>
<th>Remote</th>
<th>WA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>n</td>
<td>%</td>
<td>n</td>
<td>%</td>
</tr>
<tr>
<td>Intersections</td>
<td>1,855</td>
<td>44%</td>
<td>1,006</td>
<td>29%</td>
</tr>
<tr>
<td>Run-off-road</td>
<td>774</td>
<td>18%</td>
<td>1,349</td>
<td>39%</td>
</tr>
<tr>
<td>Head-on</td>
<td>141</td>
<td>3%</td>
<td>289</td>
<td>8%</td>
</tr>
<tr>
<td>Other crash types</td>
<td>1,444</td>
<td>34%</td>
<td>810</td>
<td>23%</td>
</tr>
<tr>
<td>Speed</td>
<td>582</td>
<td>34%</td>
<td>556</td>
<td>32%</td>
</tr>
<tr>
<td>Fatigue</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Distraction</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Drug driving</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Drink driving</td>
<td>418</td>
<td>10%</td>
<td>350</td>
<td>10%</td>
</tr>
<tr>
<td>Non-restraint use</td>
<td>122</td>
<td>5%</td>
<td>202</td>
<td>8%</td>
</tr>
<tr>
<td>Young drivers</td>
<td>768</td>
<td>29%</td>
<td>680</td>
<td>29%</td>
</tr>
<tr>
<td>Indigenous drivers</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Motorcyclists</td>
<td>516</td>
<td>12%</td>
<td>440</td>
<td>13%</td>
</tr>
<tr>
<td>Pedestrians</td>
<td>403</td>
<td>10%</td>
<td>151</td>
<td>4%</td>
</tr>
<tr>
<td>Bicyclists</td>
<td>198</td>
<td>5%</td>
<td>84</td>
<td>2%</td>
</tr>
<tr>
<td>Older road users</td>
<td>518</td>
<td>12%</td>
<td>387</td>
<td>11%</td>
</tr>
<tr>
<td>Heavy vehicle occupants</td>
<td>19</td>
<td>0.5%</td>
<td>56</td>
<td>2%</td>
</tr>
<tr>
<td>Casualties involved in heavy vehicle crashes</td>
<td>170</td>
<td>4%</td>
<td>262</td>
<td>8%</td>
</tr>
</tbody>
</table>
Hidden Risks in Transport
Figure 9: The Safe System (adapted from Australian Transport Council, 2007)
Projected Reductions in Trauma

Projected number of people killed or seriously injured 2008 - 2020

- OSSO
- TOWARDS ZERO
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:
1 Safer Vehicles Campaign Evaluation, August 2007, Synovate
Community perception versus Expert modelled effectiveness of safer systems cornerstones

**Sources:**
1. Safer Vehicles Campaign Evaluation, August 2007, Synovate
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 [iain.cameron@dpc.wa.gov.au](mailto:iain.cameron@dpc.wa.gov.au)
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TOWARDS ZERO
getting there together

Thank you