Local Government Road Safety Program

Guidelines

Updated: May 2019

Content

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) and Roads and Maritime Services (RMS) work 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:
- To adopt the 'Safe System' approach to road safety and integrate this within the strategic planning framework for local councils
- Develop and implement evidence-based projects aimed at improving road safety in local communities
- Raise the profile of road safety within local government areas (LGAs)
- Facilitate the involvement of and provide leadership to local businesses, other government agencies and community groups/clubs in road safety priority areas focussed on safe people, safe roads, safe speeds and safe vehicles
- Improve the coordination of regional, state and national road safety initiatives at the local level
- Review and evaluate the effectiveness of local government road safety projects.

Consultation with internal council stakeholders, in particular through the Local Traffic Committee and relevant local businesses, other government agencies and community organisations is integral to delivery of effective road safety initiatives.

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 RMS)
- Support road safety projects (see Section 5) to address identified road safety issues in the LGA (up to the amount approved by RMS).

A Program Funding Agreement (PFA) will be implemented between RMS 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 RMS 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).

RMS Regional Road User Safety 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 tools such as local road trauma data.

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

3. Partner roles

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

3.1. Transport for NSW – Centre for Road Safety and Campaigns & Sponsorships

- Set 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 Regional Advertising 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 senior management and the Minister for Roads, Maritime and Freight on the LGRSP's performance.
- Provide funding for RMS to administer.

3.2 Roads and Maritime Services

- Deliver the regional LGRSP and report progress to Transport for NSW.
- Issue Program Funding Agreements to councils.
- Provide councils with 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.
- Fund approved council road safety projects; as agreed with council.
- 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.

3.3 Local Councils

- Plan, develop and implement evidence based local road safety projects; as agreed with RMS 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 RMS 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 RMS region.

4. 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.
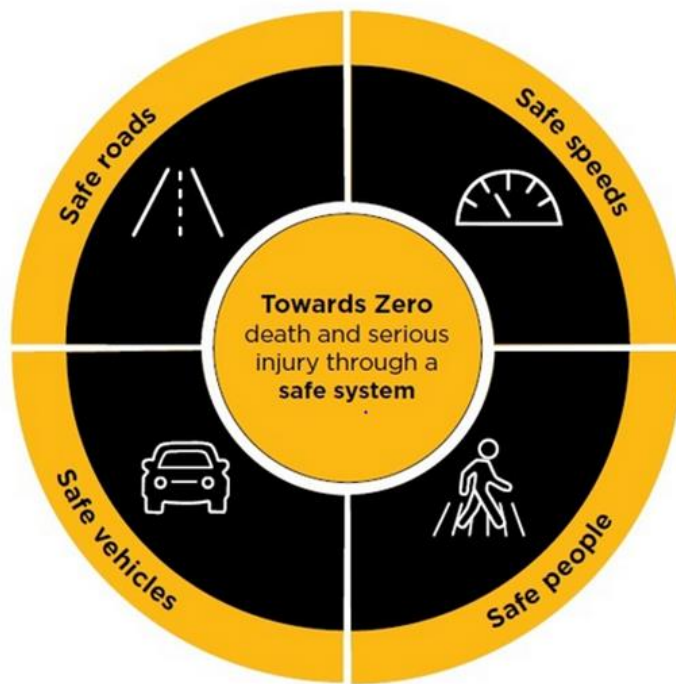
What does the Safe System approach mean for local councils?

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 RMS 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 RMS 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 RMS Local Government Services Manager in the regions.

5. Funding of road safety projects

5.1 Funding principles

- RSO projects deemed appropriate and given the go-ahead by RMS will be funded up to a level approved and determined by RMS.
- 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 RMS region via the LGRSP data base, in line with current financial arrangements. Councils new to the program should contact the RMS 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 RMS (outlining any project scope change and supporting evidence) prior to variations being implemented.
- As noted on page 3, councils choosing not to employ an RSO can apply for individual road safety project funding 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 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.

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.

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 RMS 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, plan, implement and evaluate a road safety Action Plan and road safety projects for council. RMS and council will agree on the road safety tasks undertaken by the RSO to be co-funded as part of the RMS financial contribution to the RSO's salary.

Council will document the road safety projects and tasks in the Local Road Safety Action Plan and regularly report on progress of these items to RMS. Ongoing financial contributions from RMS 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.

6.1 Funding principles

Funding is available from RMS 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. The funding contribution from RMS is capped at $64,600 per annum.

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 RMS contribution to on-costs is up to 35 per cent of costs as defined above and agreed between RMS and council.

6.2 Position HR requirements

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

Councils should ensure that RSOs have suitable qualifications, skills and experience to undertake the role. An RMS representative must be included on interview panels.

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 RMS (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 the Local Government Planning and Reporting Framework

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 RMS
- 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 RMS 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 RMS
- 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. Extensive data collection is not expected.

7.8. Road Safety Officer

- Indicate intention to employ a Road Safety Officer to implement road safety activities and projects for the period of agreement

7.9. Council approval

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

7.10. Special Considerations – Advertising

- 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 RMS 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 RMS 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 RMS 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 RMS region.

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

10. Action Plan, project funding applications and reporting requirements

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

Requests for project variations (either funding or timelines) must be submitted to RMS 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   Identification of road safety engineering projects

Work to support the development of funding applications for road safety engineering projects under other RMS 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 RMS website
- Safer Roads Program

11.2   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 2017, 167 people were killed and 3,565 injured (including 1,449 serious injuries) in NSW in crashes where speeding was a contributing factor. Crashes involving speeding represented at least 43 per cent of fatal crashes and 15 per cent of all casualty crashes. While the road toll has been reducing overall in recent decades, the proportion of speed-related fatal crashes has remained consistently significant at around 40 per cent of total fatal crashes each year.

Speed remains 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 enforcement. For this reason, CRS 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 25 lengths to 36 lengths.

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 industry.

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
- Appropriate speed zoning
- 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 RMS
- Identifying road sections where the speed limit appears inappropriate and draw to attention of RMS
- 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 RMS 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)

11.3   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 2013 to 2017 there were a total of 242 fatal crashes involving alcohol, resulting in 262 fatalities (15 per cent of all fatalities). During this period there were also 1,910 serious injury crashes and 2,276 people seriously injured (7 per 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 59 fatalities in 2016 and 55 fatalities in 2017. 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 (87 per cent) and serious injuries (76 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.

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 campaigns.

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 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:

- As of 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
- From 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 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 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)

11.4   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 relate to the presence in the driver's or rider's system and not the level of impairment. Data for 2017 shows that there were 81 deaths (21 per cent of all fatalities) from crashes involving a driver or rider with an illicit drug in their system, two fewer fatalities than 2016.

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 are being implemented to address drug driving by strengthening penalties and enhancing enforcement. These include:
- 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)

11.5 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 2017, 74 people (19 per cent) died in fatigue related crashes, a decrease of six from 2016, but still trending high. There were 1,584 people injured (including 709 seriously injured) in fatigue related crashes.

Strategic approach and objectives:
Given there is currently no regulatory tools to address driver fatigue CRS 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 RMS 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)

11.6   Seatbelt and child car seat use
The restraints program aims to increase the effective and correct use of seat belts 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 2017, there were 28 vehicle occupant deaths (7 per cent of all fatalities) due to occupants not wearing an available restraint. This was 15 fewer fatalities than 2016, but still 28 too many.

In 2017, the NSW Police Force issued 16,352 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.

11.7   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:

Nine per cent of all driver involvements in fatal crashes between 2008 and 2016 involved an identified distraction. The largest distraction category is "distracted by something outside the vehicle" with 41 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.

Between 2008 and 2016, there were 72 fatal and serious injury crashes, resulting in nine fatalities and 71 serious injuries that involved a driver or rider using a mobile phone. It is important to note that this crash data is considered incomplete due to under-reporting. Findings from a recent Australian study 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.

The majority of crashes where mobile phone was a distraction factor occurred in metropolitan areas. In 2017, the NSW Police Force issued 39,239 fines to drivers in NSW for illegal mobile phone use.

Attitudinal research shows while around 80 per cent of drivers believe that talking on a mobile phone increases the risk of a crash, 64 per cent use a mobile while driving.

In addition, 36 per cent admit to using a hand-held phone while driving and 21 per cent reported to using their mobile phone for other activities such as browsing the internet and taking photos 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 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.

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 $448 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 $337 fine and three demerit points.

Current TfNSW programs and approach:
- 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 Sydney Swans on mobile phone 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)
- Public education to support police enforcement (mobile phone use)
- Local media releases and promotions linking with regional and state-wide campaign strategies
- Development of educational workshops to address distracted driving / distracted pedestrian issues in conjunction with local businesses and/or community groups
- 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)
- NSW Centre for Road Safety Internet page on mobile phone use

11.8 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.

Between 2013 and 2017 there were 271 pedestrians killed (167 in Sydney, 17 in Northern, 39 in Hunter, 25 in Southern, 8 in the South West and 13 in Western region) and 5,682 seriously injured. In 2017, 54 pedestrians were killed on NSW roads. Older road users are particularly over represented in fatal pedestrian crashes.

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 65+
- 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 RMS 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)

11.9   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 2017, 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 2017, 59 motorcycle riders died on NSW roads. Of these, the majority were males (92 per cent), and more than half (56 per cent) were aged 40 years or more.

Data for 2017 shows that more than 2,500 motorcyclists were hospitalised from a road traffic crash, accounting for 21 per cent of all hospitalisations from road traffic crashes and only surpassed by the number of driver hospitalisations.
While motorcycle fatalities have declined in metropolitan areas, 60 per cent of motorcycle serious injuries (2013−2017 average) occur on Sydney, Newcastle and Wollongong roads.

Despite the mandatory requirement for motorcycle riders to wear a helmet, in 2017 three riders killed on NSW roads were not wearing a helmet and 51 motorcycle riders were injured, including 30 serious injuries.

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. CRS 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

11.10 Bicycle safety

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

Background:

In 2017, bicycle riders accounted for around 2 per cent of all fatalities in NSW, with 8 people killed, an increase from five in 2016. While this represents a comparatively small proportion of total annual fatalities on NSW roads, bicycle riders are a vulnerable road user group, and are more susceptible to serious injury than more protected vehicle occupants.

In 2017, bicycle riders were the third largest road user group for hospitalisations, with bicycle riders representing 16 per cent of all (serious injuries) hospitalisations, with 1,936 bicycle riders seriously injured.

A significant proportion of cycling crashes in NSW are not reported to Police as is highlighted by the discrepancy in bicycle rider serious injures between matched and unmatched data. Current crash analysis does not provide a full assessment of the extent of bicycle rider 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 bicycle riders is also a significant issue, at least one of the eight bicycle riders killed and at least 10 per cent of those injured in 2017 failed to wear a helmet. Recent research involving 64,000 injured bicycle riders found helmet use was associated with about a 50 per cent reduction in head injuries of any severity, about a 70 per cent reduction in serious head injuries and 65 per cent reduction in fatal head injuries.

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 Strategy. 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
- 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

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)

11.11 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. A national survey 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 (38 per cent).

After halving the number of fatalities from crashes involving heavy vehicles from 133 in 2002 to 55 in 2013, there have been increases in recent years.

In 2017, there were 83 fatalities from heavy vehicle crashes, 18 more than 2016 – a 28 per cent increase. Although heavy vehicles represented only 2.5 per cent of registered motor vehicles in NSW in 2017, they accounted for 21 per cent of all fatalities. In 2017, there were 79 fatalities from heavy truck crashes, 23 more than 2016 – a 41 per cent increase.

Heavy trucks represent 2.2 per cent of registered motor vehicles in NSW but they accounted for 20 per cent of all fatalities.

Approximately two-thirds of fatalities from heavy vehicle crashes occur in country areas and over half 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 2005-2016, heavy truck drivers were involved in 14 per cent of fatal and 15 per cent of serious injury crashes due to speeding.

From 2005-2016, 7 per cent of heavy vehicle drivers were killed and 4 per cent were seriously injured, who were unrestrained.

From 2005-2016, heavy truck drivers were involved in 7 per cent of fatal and 8 per cent of serious injury crashes due to fatigue.

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 in Reform process
- 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, and will be expanded by an additional 11 enforcement lengths
- 'Be Truck Aware' public education campaign – at a state-wide 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
- CITI technology trial.

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 RMS 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

- o 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 RMS 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)
- RMS 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)

11.12   Aboriginal road safety
Aboriginal road safety projects aim to increase the knowledge and understanding of road safety issues among Aboriginal people and their communities.

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 increases access to licensing, safe and legal driving and improving 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 Aboriginal communities.

An Aboriginal Driver Licensing Interagency Committee is co-chaired by TfNSW and the NSW Department of Justice. The terms of reference (under review) 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 RMS officers are advised to contact the RMS Regional Aboriginal Engagement Specialist and council's Aboriginal Community Development Officer prior to the commencement of planning a project targeting Aboriginal communities.

Typical project components may include:
- 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)
- Developing partnerships with Aboriginal communities, agencies and community groups to implement road safety projects
- Promoting authorised fitting stations and correct use of seatbelts to parents and carers of children
- Promoting bicycle safety and bicycle helmet exchange programs
- Consulting with Aboriginal communities to determine road safety priorities

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
- 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)

11.13   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:
The ageing population is projected to increase in the next decade. 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.

NSW crash data shows that older drivers are over-represented in casualty crashes. In 2017, drivers aged 75 years or more held 6 per cent of all drivers' licences but represented 8.4 per cent of all drivers in fatal crashes.

In 2017, there were 38 drivers aged 75 years or more involved in fatal crashes, the same as 2016, and 14 drivers aged 85 years or more, two more than 2016. Those aged 85 years or more held 1.1 per cent of all drivers' licences in 2017 but represented 3.1 per cent of all drivers in fatal crashes.

Hospitalisations of persons aged 70 years or more increased again in 2017, up 34 (2 per cent) compared to 2016 and the highest total for this group since the data was tabulated in 2005. Since 2005, hospitalisations of persons aged 70 years or more have increased by 46 per cent.

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.

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

Under the Road Safety Plan 2021, CRS will develop integrated communications about licensing, safer transport and health factors and driving for older road users, their family/carers and the medical network.

Current TfNSW programs and approach:
- Deliver targeted communications and education – 'On the road 65 Plus'
- 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
- 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 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*

11.14   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.

Since 2013, there have been no school aged pedestrian fatalities in an active school zone in NSW (as at April 2019).

Strategic approach and objectives:
More than one million school students travel to and from school each day in NSW. The NSW Government has developed practical solutions to help keep them safe around schools, as they travel to school and home again.

School zones are implemented to reduce vehicle speeds and improve compliance, to reduce the likelihood of a crash. A speed limit of 40km/h applies during prescribed times. Most school zones operate from 8:00 am to 9.30 am and 2.30 pm to 4:00 pm on all publicly notified school days. Aligning school zone operation dates and times ensures consistency across NSW, and improves driver compliance with school zones.

School zones are treated with road safety measures such as signage, pedestrian crossings and refuges, safe drop off zones and dragon's teeth road markings. More than 6,000 school zone flashing lights are now in place across NSW, to warn motorists that they are entering a 40km/h school zone.

Some road transport offences such as speeding, double parking and illegal U-turns attract a higher fine and an additional demerit point when committed in a school zone.

The School Crossing Supervisor Program is also a key component of school zone safety in NSW. There are almost 1,200 crossing supervisors, based at approximately 800 crossings across 700 NSW schools, to help students safely use pedestrian and children's crossings. To meet the warrant criteria and qualify for a crossing supervisor, a site must have an existing crossing within a school zone, where at least 50 unaccompanied children and 300 vehicles per hour are present in the morning and afternoon timeslots.

Road safety issues around schools are managed by state and local government authorities. School communities also play a role in keeping children safe around schools and some safety programs require active participation by 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.

Current TfNSW programs and approach:
- While every NSW school now has at least one set of school zone flashing lights, CRS also funds Roads and Maritime Services' Technical & Project Services Division to install flashing lights wherever a new school opens across NSW, or at high risk locations identified under RMS' business as usual management of risk within the road network.
- CRS also funds RMS' Compliance & Regulatory Services Division to deliver the School Crossing Supervisor Program across NSW.
- Roads and Maritime Regions continue to work with other areas of RMS, delivery partners, schools and local councils to implement these programs, along with infrastructure treatments and speed zoning in school zones.
- RMS also undertake promotion of the 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).
- CRS also works with Roads and Maritime and the Department of Education on a host of programs for Road Safety Education in schools – such as the Safety Town and On the Move websites.
- Fact sheets with information for schools to share with families and the wider school community are also available.

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 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:

RMS 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
- Traffic signals
- Speed cameras
- School crossing supervisors.

For schools on a state road, RMS 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.

11.15   School road safety education

TfNSW funds the state-wide Road Safety Education Program. It provides classroom-based road safety education resources that support learning about road safety 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 Systems framework, the 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 specialists are employed by the Department of Education, Catholic Schools NSW and the Association of Independent Schools of NSW, to provide advice and whole of school professional development workshops to teachers and schools about the teaching of road safety and the use of Centre for Road Safety education resources.

RMS will not fund projects developed to deliver education materials, lessons, programs and/or workshops to students and/or teachers within schools or projects which include components which duplicate the NSW Road Safety Education Program.

RSOs must not work with teachers or students in any school or deliver education campaigns or programs relating to road safety education for students. Working collaboratively with the Road Safety Education specialist, RSOs can more effectively develop and implement projects targeting families of children and young people in local contexts.

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

Contact details:
- Department of Education - Road Safety Education
- Catholic Schools NSW
- The Association of Independent Schools of NSW

11.16   Early childhood road safety education

Kids and Traffic, the NSW Early Childhood Road Safety Education Program located at Macquarie University, forms part of TfNSW's state-wide 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.

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. Transport for NSW fully funds Kids and Traffic through the NSW Road Safety Education Program.

RMS will not fund projects working directly with staff or children in children's services or projects duplicating resources, services and training provided by Kids and Traffic.

RSOs must not carry out education campaigns in early childhood services without consulting 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 Over's (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

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 Roads and Maritime Service (RMS) regions and 130 LGAs in NSW.

The TfNSW Campaigns and Sponsorships team manages this 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 Peer Review process facilitated by the Department of Premier and Cabinet (DPC). Therefore, all paid road safety advertising needs to be incorporated into annual Peer Review approvals facilitated by the TfNSW Campaigns and Sponsorships team. For example, local print, radio or outdoor advertising booked by RMS 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 Transport for NSW through the relevant RMS 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 RMS 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 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.

RMS advice and approval for other promotional material developed either by council or by external agencies must be obtained prior to use. TfNSW approval will be sought by RMS. 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

The TfNSW Sponsorships Team 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 sponsorship proposals must be reviewed by the TfNSW Sponsorships Team and captured in the sponsorship register.

Regional staff are encouraged to explore opportunities to collaborate and leverage assets and benefits with the Sponsorships Team.

Potential regional opportunities could include:

- Share assets and content via local social channels
- Localised PR opportunities
- Local event activations
- Community engagement through activations with local schools, sporting clubs etc.

The TfNSW Sponsorships Team can be contacted via your local Road User Safety Manager (RUSM) or Network and Safety Manager in Sydney Division.

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 Asset 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) tfnsworders@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 Dichiara
      Administration and Distribution Officer
      Road Safety Engagement
      Centre for Road Safety
      Transport for NSW
      Phone: 8265 8321
      Email: Geraldine.Dichiara@transport.nsw.gov.au or
      towardszero@transport.nsw.gov.au

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