

Transport
for NSW

NSW Road Safety Progress Report 2021

Centre for Road Safety



roadsafety.transport.nsw.gov.au





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Ministers Message

The NSW Government is determined to put an end to the devastating impact of road trauma on our communities. We are working hard to make NSW roads amongst the safest in the world – and we are making great progress.



The Honourable Natalie Ward MLC
Minister for Metropolitan Roads



The Honourable Sam Faraway MLC
Minister for Regional Transport and
Roads 2022

NSW has made significant progress in road safety over recent decades and in 2021 achieved our lowest road toll in nearly a century. In 2021 270 were killed on NSW roads, the lowest recorded in NSW since 1923 and 14 fewer than 2020. We are very pleased that the NSW Government has achieved its target to reduce fatalities by 30 per cent by 2021 from 2008-2010 levels. Even one life lost on our roads is one too many though and that is why we will keep working to drive the road toll towards zero.

We know COVID-19 has influenced travel patterns across NSW but even before the Delta outbreak in the second half of 2021, NSW was on track to achieve record low road fatalities. During the first six months of 2021, there was a record low of 139 people killed on NSW roads, 25 less than the average number of people between 2018 and 2020. Preliminary data for the 12 months ending June 2021 indicates there were 10,412 serious injuries in this period, the lowest June serious injury rate since these records began in June 2006.

As part of the Road Safety Plan 2021, Transport for NSW set clear and ambitious goals, coupled with evidence-based road safety initiatives, to help reduce the road toll. We are now developing a new plan, which will set out road safety priorities for the next five years, to build on the success of the Road Safety Plan 2021 and further improve safety on NSW roads.

The Saving Lives on NSW Roads – Accelerated Package is helping to improve road safety outcomes for the people of NSW. The package which was announced in November 2020 includes the introduction of a new combined drink and drug driving offence and an enhancement to the mobile speed camera program that are estimated to prevent a significant amount of trauma on our roads.

In 2021 the NSW Government Road also invested \$135 million investment in road safety projects as part of the fourth round of the \$822 million Safer Roads Program. This investment will see the delivery of 78 new road projects including 28 kilometres of safety barriers, improvements to 313 high-risk curves, 167 kilometres of Audio-Tactile Line Markings, more than 30 kilometres of wide centre lines, and improvements to 47 intersections.

We continue to facilitate the testing of child restraints, motorcycle and bicycle helmets, vehicle and crash avoidance technologies at our testing laboratories Crashlab and Cudal and to deliver innovative programs like Road Safety in the Workplace which won the 3M Australasian College of Road Safety Diamond Road Safety Award at the 2021 Australasian Road Safety Conference held from 28 to 30 September 2021. We also continue to deliver automated camera programs, such as the Mobile Phone Detection Camera Program, that create safer behaviour of motorists across the network.

Police operations remain critical to reducing road trauma across the state. In the 2020–2021 financial year, almost \$5.7 million in funding was committed to additional on-road enforcement through the Enhanced Enforcement Program, with more than 94,976 roadside mobile drug tests and 2.714 million random breath tests conducted.

Education is vital for equipping people to make safe decisions on the road. We are continuing to directly deliver programs and to support initiatives undertaken by community groups and other agencies to reach different at-risk groups from pre-school children through to older road users and people from culturally and linguistically diverse backgrounds. We also continue to implement effective communication campaigns to promote safe behaviours on our roads, with 86 per cent of the community recognising a road safety campaign across all advertising channels in 2020–2021. In October 2021 the ‘Casual Speeding. Every K Counts’ campaign was launched, urging motorists to stop and think about the risks of going ‘just a bit’ over the speed limit and encouraging them to change their driving behaviour.

Since 2013, every dollar from camera detected fines has been put back into road safety programs in NSW through the Community Road Safety Fund. This report outlines how these funds were invested in 2020–2021 to improve road safety for our whole community.

The Hon Natalie Ward MLC
Minister for Metropolitan Roads

The Hon Sam Faraway MLC
Minister for Regional Transport and Roads

Road safety outcomes in 2021 overview

Road safety outcomes 2021

The NSW Government continued to deliver initiatives outlined in the Road Safety Plan 2021, which was released in February 2018. After the launch of the Road Safety Plan 2021, new challenges arose and the Saving Lives on NSW Roads – Accelerated Package was announced in November 2020 to deliver further trauma reductions.

The Road Safety Plan 2021 includes a target to reduce road fatalities by at least 30 per cent by the end of 2021 (from 2008-2010 levels), equating to fewer than 287 fatalities on our roads by 2021. This target was achieved, with a provisional road toll for 2021 of 270 fatalities – 17 fewer fatalities than the NSW Government target.

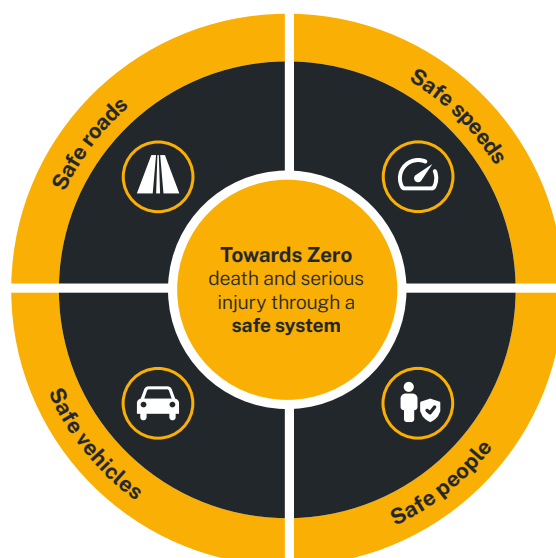
This shows that measures from the Road Safety Plan 2021 and the Saving Lives on NSW Roads – Accelerated Package, delivered through the Community Road Safety Fund, have improved safety outcomes for the people of NSW.

This achievement is the first step towards achieving the NSW Government goal of zero trauma on the transport network by 2050.

The NSW Government has adopted the internationally recognised Safe System approach to improve road safety on NSW roads. The approach is underpinned by these principles:

- Road users are human and sometimes break the rules or make mistakes – this shouldn't cost anyone their life
- Roads, speeds, roadsides and vehicles need to be designed to minimise crashes or reduce forces if a crash happens
- Road safety is a shared responsibility for government at every level, in business and industry, within communities and at a personal level.

By using the Safe System approach in NSW we can address the factors that cause crashes, and help reduce the impacts if a crash occurs.



Road toll outcomes

As at 1 January 2022, the provisional road toll for 2021 was 270, the lowest road toll in almost 100 years. It was 14 less than in 2020 when we saw the road toll drop by 69 to a then record low 284 lives lost. The 2021 road toll is also the lowest since 1923 when NSW had a population of around 2.2 million.

Speeding remains the leading contributor to fatal crashes despite speeding related fatalities comprising 39 per cent of the 2021 road toll compared with 46 per cent in 2020.

Compared with 2020, the **most notable increases** in 2021 were:

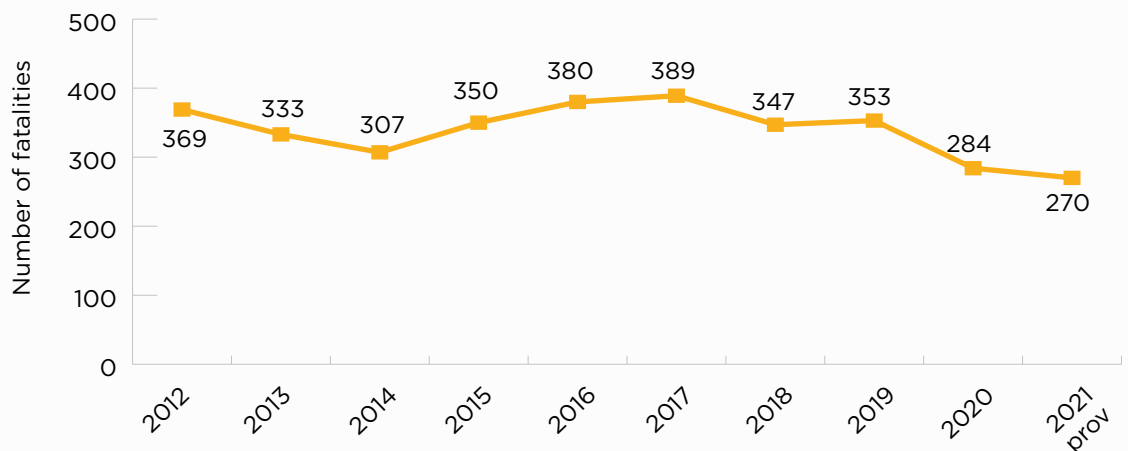
- motorcyclist fatalities (up from 48 to 62)
- fatalities of road users aged 60 to 69 years (up from 23 to 36)
- fatalities on country roads (up from 176 to 193)
- fatalities in the North Transport for NSW Region (up from 81 to 92)
- fatalities from crashes involving driver/rider fatigue (up from 35 to 53)
- motor vehicle controllers aged 60 to 69 years involved in fatal crashes (up from 29 to 45)
- motorcycle riders involved in fatal crashes (up from 50 to 62)

Compared with 2020, the **most notable decreases** in 2021 were:

- passenger fatalities (down from 40 to 28)
- fatalities of females (down from 79 to 61)
- fatalities of road users aged 30 to 39 years (down from 50 to 27)
- fatalities on Saturdays (down from 58 to 47)
- fatalities occurring Monday to Wednesday 3pm to 9pm (down from 40 to 24)

- fatalities on metropolitan roads (down from 108 to 77)
- fatalities in the Greater Sydney (down from 91 to 76) and South (down from 75 to 59)
- fatalities from crashes involving a speeding driver/rider (down from 130 to 106)
- fatal crashes involving vehicles travelling from opposite directions (e.g. a head-on crash) (down from 59 to 40)
- fatal crashes involving an 'other angle' first impact between two vehicles (i.e. not a head-on, right angle or rear end impact) (down from 37 to 27)
- fatal crashes with a posted speed limit of 100 km/h (down from 95 to 85)
- fatal crashes on unclassified "local" roads (down from 122 to 105)
- motor vehicle controllers aged 30 to 39 years involved in fatal crashes (down from 73 to 44)
- motor vehicle controllers involved in fatal crashes who reside in the South Transport for NSW Region (down from 77 to 56)
- car drivers (down from 184 to 170) and light truck drivers (down from 72 to 59) involved in fatal crashes.

Figure 1: Road and road related fatalities in NSW, 2012–2021 provisional



An examination of serious injuries in 2020–2021

Preliminary data for the 12 months ending June 2021 indicate there were 10,412 serious injuries (total hospitalisations). This was a 0.4 per cent decrease compared to the 12 months ending June 2020. The result for the 12 months ending June 2021 equates to a rate of 127.5 serious injuries per 100,000 population, the lowest June serious injury rate since these records began in June 2006.

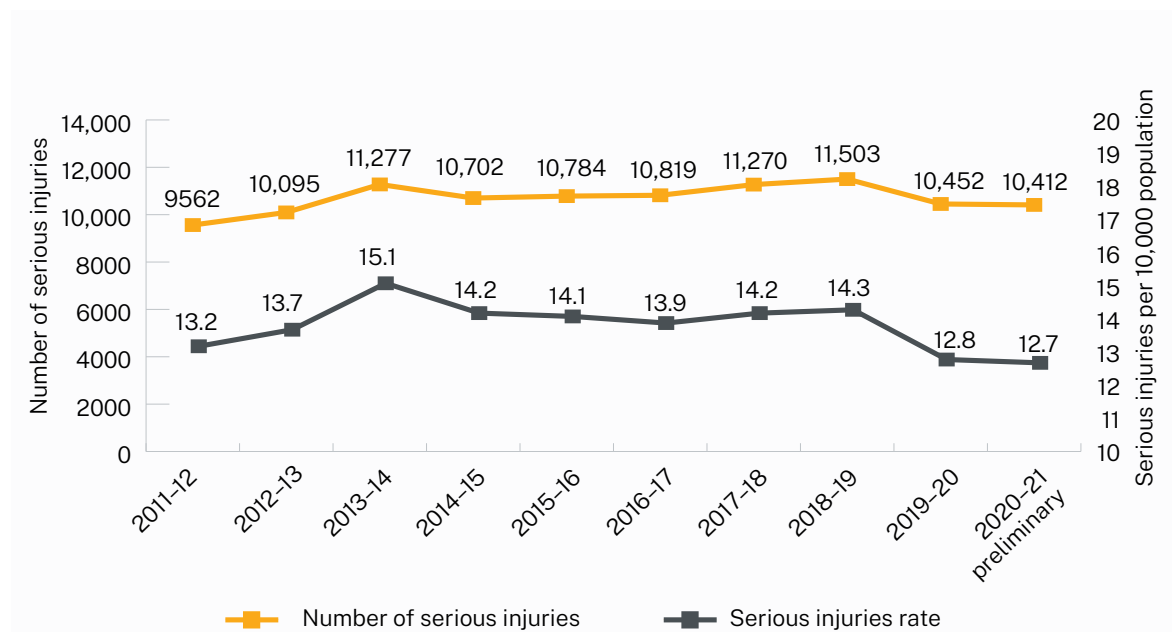
Compared with the 12 months ending June 2020 the most notable increases were:

- Drivers (up by 10 per cent)
- 21-25 year olds (up by 6 per cent) and 17 to 20 year olds (5 per cent)

Compared with the 12 months ending June 2020, the most notable decreases were:

- Pedestrians (down by 9 per cent)
- 70-79 year olds (down by 9 percent) and 80 plus year olds (8 per cent)

Figure 2: Road and road related serious injuries in NSW, 2011/12–2020/21 preliminary



Road Safety actions in 2021

The following sections outline the key road safety activities and achievements in 2021 for each of the priority areas of the NSW Government's Road Safety Plan 2021. These were funded by the Community Road Safety Fund, which includes fines from all camera-detected speeding, red-light running and mobile phone use offences as well as additional funding contributions from the NSW Government.



Saving lives on country roads

Two-thirds of all road fatalities occur on country roads, so the Road Safety Plan 2021 focuses on reducing fatalities on these roads. The 2021 provisional data indicates that 77 per cent of fatalities on country roads were country residents, who make up only 39 per cent of the NSW population.

NSW Safer Roads Program

The NSW Safer Roads Program provides essential infrastructure to help keep people safe on and around the roads. Across the state, the NSW Government is investing \$822 million into the NSW Safer Roads Program between 2018/19 and 2022/23. The Safer Roads Program prioritises funding to develop and deliver road safety infrastructure projects across NSW. Transport for NSW directly delivers or works in partnership with local councils to deliver projects under the program.

Since commencing in 2016–2017, investment in the NSW Safer Roads Program has evolved from a focus on treating crash black spots in isolation. The program now has a focus on installing infrastructure solutions on the highest risk sections of the road network including and around black spots with a poor crash history. There is a focus on targeting longer sections of road in the rural road environment and larger centres in the urban environment to provide a consistent and safe travel environment for the road user.

To effectively target key priority areas of the Road Safety Plan 2021, all funding for the Safer Roads Program has been strategically split across two initiatives:

- The Saving Lives on Country Roads (SLCR) initiative has \$640 million allocated over five years (2018/19–2022/23) to deliver route-based, mass action road safety engineering treatments and targeted crash location treatments that reduce road fatalities and serious injuries in country areas.
- The Liveable and Safe Urban Communities (LSUC) initiative has \$182 million allocated over five years (2018/19–2022/23) to deliver area-based mass action treatments and targeted crash location treatments that reduce fatalities and serious injuries resulting from crashes in urban, high pedestrian activity areas.

During 2020–2021, 163 projects were completed under the SLCR initiative, which included the delivery of 231 kilometres of safety barriers, 2,150 kilometres of rumble strips and 995 kilometres of wide centreline.

Examples of Saving Lives on Country Roads Initiative 2020–2021

The following are some examples of the NSW Government's investment through the 2020–2021 SLCR initiative.

Moss Vale Road, Barrengarry

Moss Vale Road, Barrengarry was upgraded with installation of 110 metres of safety barrier, rumble strip and widening with upgraded kerb with an investment of \$415,000.



Moss Vale Road, Barrengarry – Prior to works being completed



Moss Vale Road, Barrengarry – Completed works

Illawarra Highway – Robertson

Illawarra Highway Road Safety upgrades included 500 metres of roadside safety barrier and improved sealed shoulder on rural high risk curve at a cost of \$377,000.



Illawarra Highway – Robertson – Prior to works being completed



Illawarra Highway – Robertson – Completed works

New England Highway- Willow Tree to Uralla

New England Highway –Willow Tree to Uralla. Works included installation of 42 kilometres of wide centre line, installation of 22 kilometres of enhanced centre line, over 30 kilometres of roadside safety barrier installed on the route, installation of 26 kilometres of widened shoulder and 11 rural intersections upgraded as part of the works with an investment of \$54 million.



New England Highway –Willow Tree to Uralla – Prior to works being completed



New England Highway –Willow Tree to Uralla – Completed works



New England Highway –Willow Tree to Uralla – Completed works



New England Highway –Willow Tree to Uralla – Completed works

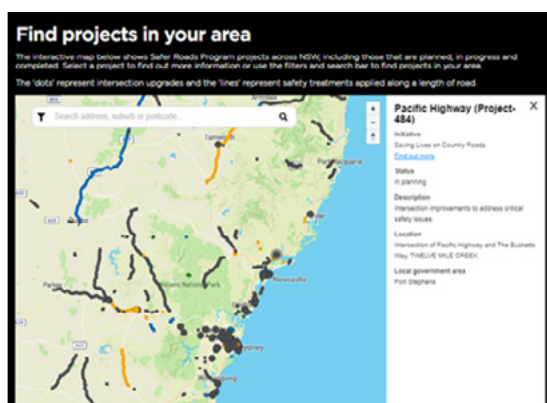
Safer Roads Program communications

Transport for NSW continued to implement a communications strategy across 2020–2021 to support the Saving Lives on Country Roads initiative and Liveable and Safe Urban Communities initiative.

Media materials, social media and website content raised community awareness of the projects being undertaken across NSW and to inform the community about the road safety treatments being rolled out and their benefits.

The Safer Roads Program was supported by the Safer Roads Save Lives advertising campaign that included radio and social media, reaching over 1.2 million people across regional NSW and achieving 220,000 video views in the 2020–2021 financial year.

The Safer Roads Program interactive map, had 12,217 page views from July 2020 to June 2021. During the year the Safer Roads map was available as shown below:



Local partnerships in country areas

Partnerships with local councils, community groups, stakeholders and industry help support delivery of road safety initiatives in country areas.

Rural Road Safety Month

In September 2021, Transport for NSW supported regional councils to partner with the Australian Road Safety Foundation to support Rural Road Safety Month. The initiative was designed to highlight the level of road trauma in country NSW and encourage local road users to adopt safer behaviours. The initiative was supported by a social media campaign on the NSW Road Safety Facebook page, with posts covering speeding, vulnerable road users, regional communities and emergency service workers. The campaign had a total reach of more than four million (where people saw posts) with more than 40,500 engagements (where people interacted with posts).



Police enhanced enforcement on country roads 2020–2021

Our ongoing enforcement partnerships with the NSW Police Force, including through the Enhanced Enforcement Program, provides funding for enforcement to target behaviours known to contribute to road trauma. This includes enforcement activities in country areas as part of the overall expenditure.



Liveable and safe urban communities

A significant proportion of road deaths occur in urban areas (around a third), and the majority of serious injuries occur in urban areas (around two thirds).

Liveable and Safe Urban Communities initiative

Roads in urban areas can vary in their function. They may be quiet local streets or may be high volume high speed motorways and movement corridors. Some urban roads have both a large volume of vehicles and many pedestrians, such as around shopping centres and transport interchanges.

This means we have to design roads and places to be shared and safe for everyone. A key challenge is to keep our urban places liveable and safe, while ensuring people can move around the network safely as demand increases.

During 2020–2021, 44 projects were completed under the LSUC initiative. These included upgrades of 118 urban intersections with treatments such as roundabouts, upgraded signal displays, raised islands with additional Stop or Give Way signage, removing filtered right turns at signalised intersections and raised safety platforms.

Examples of Liveable and Safe Urban Communities Initiative 2020–2021

Victoria Road, Huntleys Point

Installation of Vehicle Activated Curve Advisory Signage on Victoria Road, Huntleys Point at a cost of \$70,000.



Victoria Road, Huntleys Point – Prior to works being completed



Victoria Road, Huntleys Point – Completed works

Centenary Drive and Arthur Street, Strathfield

Installation of upgraded mast arm at traffic control signals on Centenary Drive and Arthur Street, Strathfield at a cost of \$250,000.



Centenary Drive – Prior to works being completed



Centenary Drive – Completed works

Calbina Road, Earlwood

Installation of roundabout at intersection at Calbina Road, Earlwood at a cost \$235,000.



Calbina Road – Prior to works being completed



Calbina Road – Completed works

Pedestrian Protection Program

Through the Pedestrian Protection Program, traffic signals are being upgraded to protect pedestrians from turning vehicles. The upgrades ensure vehicle movements are held (generally with a red turn arrow) while pedestrians commence crossing the intersection, providing pedestrians with additional time to clear the roadway and increase their visibility to motorists. In 2020–2021, \$4,871,731 was spent on the Program and 557 sites have been completed with three sites remaining to be completed.

High Pedestrian Activity Program

In partnership with local councils during 2020–2021, 40 km/h speed zones were introduced in 29 high pedestrian areas including around bus interchanges, train stations and shopping districts along with supporting road infrastructure. The changes are part of the NSW Government's aim to reduce road trauma in very busy pedestrian areas, to prioritise the walking needs of people and make cities more liveable.

30 km/h High Pedestrian Activity Areas

In 2020–2021, 30 km/h High Pedestrian Activity Areas (HPAAs) in NSW were introduced in two locations: Liverpool CBD and Manly. The 30km/h speed zones are aligned with the surrounding land use function such as the presence of schools, education facilities, hospitals, residential and commercial precincts.



Manly high pedestrian activity 30 kilometre per hour zone

School pedestrian crossing

In January 2021 the NSW Government established a \$59 million school pedestrian safety upgrade program. There are currently 481 projects that will be delivered under this program, with 126 of these projects completed projects 2020–2021.



Installation of new bus shelter, shared path and pedestrian fencing outside of Forbes Public School to provide safer access for school students

Delivering safe integration of major transport projects

Transport for NSW continued to embed and prioritise road safety and safe system principles on major transport projects. Notable major projects include Sydney Metro City & South West, Metro West and Metro Western Sydney Airport, Parramatta Light Rail and Westconnex Rozelle Interchange. Work included risk analysis and assessments across the design, construction and operation of the projects to identify and adequately mitigate risk and ultimately deliver safe and integrated environments for all road users.

Safe Bicycle Network

The Centre for Road Safety also worked to maximise safety integration in bicycle network plans and programs to facilitate safer movement, provide separation from other traffic, where appropriate, and manage vehicle speeds.



Using the roads safely

The Road Safety Plan 2021 highlights the need to continue to encourage people to use the roads safely. This is done through road rules, enforcement, licensing requirements and supporting communications. A number of significant reforms have been delivered under this priority area.

Saving Lives Accelerated Package

Transport for NSW continued delivery of Saving Lives Accelerated Package aligned with the Safe System approach to improving road safety. The package was announced on 19 November 2020 and included key life-saving measures. Measures rolled out during 2020–2021 included:

- Changes to the NSW Mobile Speed Camera Program to enable an increase from 7,000 enforcement hours per month to 21,000 hours per month (being rolled out gradually from July 2021), as well as updates to markings on mobile speed camera vehicles.
- Installed two new red light speed cameras in 2021, with a further five currently under construction.
- A new combined drink and drug driving offence commenced on 28 June 2021 to address the significant risk posed by drivers who combine drink and drug use before driving (the Four Angels law).



The Saving Lives Accelerated Package announced in Nov 2020 included key measures set to save hundreds of lives over a five year period, including an enhanced the NSW Mobile Speed Camera Program

Safer Speeds

During 2020–2021, 1,138 speed zones were reviewed across the NSW road network. The setting of safe speed limits is a critical part of ensuring the safety of all road users. Speed zones are regularly reviewed to ensure speeds listed are appropriate to the road design and use. Transport for NSW is responsible for the setting and signposting of safe and appropriate speed limits in NSW in accordance with the NSW Speed Zoning Guidelines and the NSW Road Rules.

Maintaining and enhancing our Road Rules

Transport for NSW regularly reviews and updates the road rules as part of a national process so that rules are as consistent as possible, while also allowing for requirements that are specific to NSW.

In August 2020, the road rules were updated to incorporate amendments proposed by the Australian Road Rules 12th amendment package, to help NSW maintain consistency with national rules. In October 2020 further technical amendments were made. In October 2021 the road rules were further updated to allow the use of motor bike helmets meeting the new European standard, and to ensure children between the ages of seven and sixteen are permitted to use an increased range of child car restraints.

Sydney Royal Easter Show

Transport for NSW participated at the Sydney Royal Easter Show engaging the public on road safety messages. The 2021 exhibit included an augmented reality experience using a top ANCAP-rated electric vehicle, a virtual mirror with the latest motorcycle protective clothing and for children, the opportunity to interact virtually with Safety Town superstars Daisy and Sprocket.



The Transport for NSW exhibition at the 2021 Sydney Royal Easter Show

Mobile Phone Detection Camera Program

The Mobile Phone Detection Cameras (MPDC) program checked over 89 million vehicles in 2020–2021. On average, around one in 487 drivers checked in NSW was illegally using a mobile phone and issued a penalty notice (during 2020–2021), a non-compliance rate of 0.21 per cent. This represents a positive shift in driver behaviour and a significant improvement in compliance with the law compared to the non-compliance rate detected during the pilot period (from January to June 2019) when one in every 82 drivers (1.2 per cent) checked was detected using a mobile phone illegally.

In 2020–21, more than 183,000 penalty infringement notices were issued. The expenditure on the program in 2020–2021 was \$7.19 million, and the \$49.65 million revenue from all fines directed into the Community Road Safety Fund.



A mobile phone detection camera

Testing of mobile phone detection cameras to detect seatbelt non-use

Following the successful rollout of the mobile phone detection cameras from March 2020, between December 2020 and June 2021, Transport for NSW tested to see if the same camera systems were capable of detecting seatbelt non-use offences. The same security and privacy protection measures that apply for mobile phone detection cameras were put in place for the seatbelt offence detection testing which concluded in June 2021.

During the seatbelt offence detection testing phase motorists did not receive infringements or warnings for seatbelt offences detected by the cameras. However, the cameras continued to identify and infringe motorists illegally using mobile phones.

Police partnerships including the Enhanced Enforcement Program 2020-2021

Police operations remain critical to reducing road trauma across the state, and Transport for NSW continues to work closely with the NSW Police Force to deliver enforcement partnerships to reduce trauma on our roads. This includes the Enhanced Enforcement Program (EEP), which continues to deliver high visibility police road safety enforcement in addition to normal operations, to deter unsafe road use.

The NSW Government committed to enhanced police road safety enforcement as part of Road Safety Plan 2021, including 50 additional highway patrol officers to address unsafe driving in regional NSW, ongoing funding of the EEP and expanding the mobile drug testing program.

In 2020-2021, \$23.1 million was spent on police partnerships, including EEP operations, high visibility markings on Police vehicles, and equipment to deliver road safety enforcement. Additionally, more than 94,976 roadside mobile drug tests and 2.714 million random breath tests were conducted. The total number of

tests delivered in 2020-2021 was lower than 2019-2020, due to the operational impacts of COVID-19 response.

The table below shows RBT and MDT figures by month.

Month	Random Breath Testing	Mobile Drug Testing
Jul-20	156,253	6,784
Aug-20	175,328	8,669
Sep-20	175,083	10,602
Oct-20	258,073	5,288
Nov-20	159,639	5,969
Dec-20	255,196	11,309
Jan-21	323,552	8,805
Feb-21	204,847	8,366
Mar-21	209,428	3,940
Apr-21	319,602	8,189
May-21	209,607	7,687
Jun-21	267,768	9,368
Total Jul 2020–Jun2021	2,714,376	94,976

Enhanced Enforcement operations included five state-wide operations totalling more than \$2.79 million, typically conducted over long weekends and holiday periods, often complementing double demerit point periods.



Supporting National Policy Work

The Centre for Road Safety was actively engaged in national processes to ensure positive road safety outcomes for NSW across a range of policy areas including:

- Heavy Vehicle National Law (HVNL) Review
- Developing technology-neutral road rules for driver distraction
- Automated vehicles in Australia
- Australian Road Rules maintenance
- Updates to the Assessing Fitness to Drive guidelines
- Mobile Mobility Devices and Personal Mobility Devices

Rail Safety week

Transport for NSW supported Rail Safety week, which was held from 9 to 15 August 2021. This annual program is a key reminder to Australian and New Zealand communities to stay safe around the railway. Over the past 13 years there have been more than 80 collisions involving trains and cars at level crossings in NSW alone.



Transport for NSW supported Rail Safety week in 2021.

Bus Safety

Bus Safety Week was held from 22 to 28 February 2021 to highlight the importance of bus safety for all road users. Buses are large, heavy vehicles that can't stop quickly, and it's everyone's responsibility to stay safe on and around buses to help reduce death and injuries. The Bus Safety Week campaign included social media, radio, messaging on buses, media and was supported by a number of partners who shared content to encourage their communities to Be Bus Aware. The campaign had an expenditure of \$28,609 and reached more than 787,314 people.



Transport for NSW has also continued a public awareness and education campaign targeting pedestrian safety around buses.

In early 2021, Transport for NSW boosted school bus safety advertising across radio, digital and social platforms, renewed the focus on school bus safety within school communities and displayed school bus safety messages on Transport for NSW' variable messaging signs. Transport for NSW also developed video training resources (published in August 2021) regarding the safe use of informal bus stops in rural and regional areas, for school bus drivers and operators.



In 2021 Transport for NSW continued to promote pedestrian safety around buses in metro and rural and regional areas.

National Walk Safely to School Day

Transport for NSW supported the Pedestrian Council of Australia's annual National Walk Safely to School Day held on 15 May 2021. The day encouraged families to walk children to and from school to help reinforce safe pedestrian behaviour and highlight the environmental and health benefits of regular walking. More than one million school students travel to and from school each day in NSW and this event helps families reinforce the key road safety messages promoted in NSW schools.



Transport for NSW supported the Pedestrian Council of Australia's annual National Walk Safely to School Day held on 15 May 2021

Fatality Free Friday 2021

An initiative of the Australian Road Safety Foundation (ARSF) supported by Transport for NSW and a range of other organisations, Fatality Free Friday (28 May) is an annual event that aims for zero deaths on Australian roads for one day. Transport for NSW supported the initiative with a post on NSW Road Safety Facebook page reaching more than 15,500 people. The post focused on road safety being a shared responsibility and being accountable for our choices on the road, even the smallest error can have a ripple effect across the community.

Speed camera enforcement

Police speed enforcement is complemented by speed camera enforcement which includes fixed speed cameras, red-light speed cameras, mobile speed cameras and heavy vehicle average speed cameras. During 2020–2021 Transport for NSW invested \$42.4 million in speed camera enforcement and as at 30 June 2021 there were 111 fixed speed camera locations, 201 red-light speed camera locations, around 2,500 active enforcement sites for mobile speed camera and 25 heavy vehicle average speed camera locations.

Announced in November 2020, the Mobile Speed Camera program is being gradually expanded from 7,000 hours of enforcement per month to 21,000 – a rate of 26 hours of enforcement per 10,000 population. Around 99 per cent of vehicles passing Mobile Speed Cameras are not exceeding the speed limit, as at December 2021.

New penalties came into force in July 2021 that target corporations who fail to nominate drivers of company cars for offences detected by camera. Any corporation who fails to nominate a driver for a camera-detected offence could now face a maximum court imposed fine of up to \$22,000 for a single incident. If an employee is caught more than 45km over the speed limit, police will have the ability to confiscate the company vehicle's plates or impound the vehicle.

The 2020 Speed Camera Programs Annual Review Report continued to demonstrate that speed cameras deliver trauma reductions. This includes a 77 per cent reduction in fatalities at red-light speed camera locations and a 63 per cent reduction in fatalities at fixed speed camera locations analysed as part of this review. Additionally, speed surveys were conducted at 166 sites with the data collected used to assess the impact of programs and inform targeted NSW Police Force enforcement operations.

Drink and drug drive enforcement

The NSW Police Force conducted more than 2,714,376 million random breath tests (RBT) in 2020–2021. During 2020–2021, \$2.26 million was invested from the Community Road Safety Fund into roadside drug testing, with 94,976 mobile drug tests conducted. The Mobile Drug Testing Program is designed to deter drivers through the unpredictability of roadside drug testing and operates alongside Random Breath Testing Program.



Mandatory Alcohol Interlock Program (MAIP)

The Mandatory Alcohol Interlock Program is a court-ordered penalty for high-range, mid-range and repeat drink drive offenders. The program works to reduce repeat offending by requiring that when offenders return to licensing, they only drive a vehicle with an alcohol interlock device installed. Interlocks prevent drivers from drink driving, and allow offenders to learn how to separate their drinking from their driving. More than 26,081 drivers have participated in the interlock program since it began in 2015 with 10,322 active interlock participants as at 15 December 2021.



An alcohol interlock device

Driver Reviver Program

The NSW Government supports Driver Reviver sites across NSW, which are open during peak travel times to encourage drivers to stop and take a break. In 2020–2021, Driver Reviver sites across the state were open for the equivalent of 407 days (9,779 hours).



A Driver Reviver site

Safer Drivers Course

Transport for NSW continued to support the Safer Drivers Course with \$4.96 million in funding for 2020–2021 and more than 180,000 learner drivers participating in the course since it began in 2013, including more than 36,000 learners participating in 2020–2021. As part of this overall investment, the State Insurance Regulatory Authority contributed \$600,000 to the program in 2020–2021. As a result of an evaluation the Safer Drivers Course material was also updated and enhanced.



Road safety campaigns

In 2020–2021, Transport for NSW delivered a range of highly recognised and effective behavioural communication campaigns to promote safe behaviours on the roads.

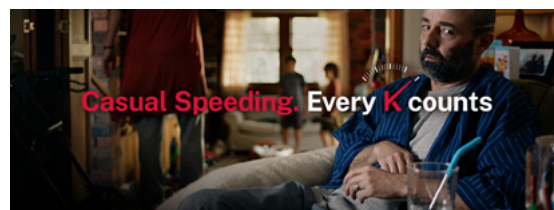
The investment in campaigns for 2020–2021 was \$20.97 million with 86 per cent of NSW motorists recognising a road safety campaign across all channels. Road safety campaigns in 2020–2021 included:

Casual Speeding. Every K counts

Speeding is the biggest killer on NSW roads, contributing to almost 150 lives lost and around 1,270 people seriously injured each year.

Between 2016 and 2020, around two thirds of speed related deaths and serious injuries on NSW roads occurred when a driver or rider was travelling not more than 10km/h over the sign posted limit.

In 2020–2021 campaign planning commenced for the launch of an integrated campaign across NSW, urging motorists to slow down and not be so casual about speeding. The 'Casual Speeding. Every K Counts' campaign aims to make motorists stop and think about the risks of going 'just a bit' over the speed limit and encourages them to change their driving behaviour. The campaign launched in October 2021.



Creative from the 'Casual Speeding. Every K Counts' campaign

Saving Lives on Country Roads public education campaign

The 'Saving Lives on Country Roads' education campaign continued to effectively raise awareness of road trauma in country areas in 2020–2021. It demonstrates how everyday driving decisions in country areas can result in serious consequences, while encouraging motorists to make safe, positive choices to reduce their risk on the road with 74 per cent of regional NSW motorists recognising the campaign, and 74 per cent agreed 'that everyday driving decisions can result in serious consequences'.

The campaign aims to challenge current attitudes and behaviours around drink driving in regional NSW. Early indications show this new creative is performing well, particularly social relevancy with 79 per cent of country residents who viewed the campaign saying they would be confident to tell a friend or family member not to drink and drive if they were probably or definitely over the legal blood alcohol limit.

Stop It... Or Cop It enforcement campaign

The 'Stop It...Or Cop It' campaign aims to increase awareness that NSW Police can enforce illegal road user behaviour anywhere, anytime. Enforcement is targeted and coordinated so that police address risks identified in particular geographic areas and respond to emerging issues. Campaign recognition remained strong

in 2020–2021 with 71 per cent of motorists recognising the campaign, and 82 per cent of the target audience (male motorists aged 17–59 years) who had seen the campaign noticed police activity on NSW roads.

Speed Cameras Save Lives

The 'Speed Cameras Save Lives' campaign was launched in November 2020 to communicate the risks of speeding and educate motorists on speed camera enforcement measures. The campaign ran across TV, outdoor, radio and social channels.

The campaign was successful in educating motorists on the purpose of speed cameras, with 67 per cent of those who had seen the campaign stating that speed cameras help reduce road deaths vs 58 per cent who had not seen the campaign.

What's your Plan B? Drink driving campaign

The 'What's your Plan B?' campaign is designed to encourage motorists to make positive choices to get home safely after drinking. It aims to reinforce that if you drink you should not drive, and promotes alternative transport options to help motorists make the safe choice not to drink and drive. Campaign messages are delivered via outdoor, transit and advertising within licenced venues to target drivers at the point of behaviour, supported state-wide with social media activity.

In 2020–2021 the campaign recognition remained strong at 68 per cent, and exceeded all targets set for ad diagnostics (main message takeout, comprehension, believability and social and personal relevance). The campaign continues to have a positive effect on peoples' past behaviour and future intention to 'always make plans in advance to get home without driving'.



Creative from the 'What's your Plan B?' campaign

Don't Trust Your Tired Self driver fatigue campaign

The 'Don't Trust Your Tired Self' campaign continued in 2020–2021 to educate drivers on the actions they should take to combat fatigue and avoid driving tired. The campaign recognition remains strong with 66 per cent of the target audience recognising the campaign. The campaign website (testyourtiredself.com.au) provides drivers with a way to assess their tiredness before getting behind the wheel. Since its launch in 2013, this website has had more than 1.3 million visitors.

Since the 2019 introduction of the action orientated campaign material, tracking results show that the campaign has impacted motorist's future intention and past behaviour to take a break and swap drivers when starting to feel like they may be too tired to drive.

Be Truck Aware heavy vehicle safety campaign

The 'Be Truck Aware' campaign aims to prevent road crashes and potential fatalities by highlighting the unique driving factors affecting trucks. The campaign clarifies and reinforces road rules and the unique safety risks associated with driving around heavy vehicles. The campaign delivers key messages on where a trucks blind spots are, how to avoid them and how to keep a safe distance from trucks. Amongst motorists the perceived importance of taking extra care when driving near trucks remains strong at 84 per cent in 2020–2021 with 71 per cent of the target audience considering a truck's blind spots when driving/riding near or around a truck every time.



Ride to Live motorcycle safety campaign

In 2020–2021 the 'Ride2Live' motorcycle campaign continued to remind motorcyclists to be aware of the potential hazards they face on the road, educated them on the actions they can take to keep safe, and alerted drivers to be aware of motorcyclists and check their blind spots. The campaign is now recognised by nearly all motorcyclists with 86 per cent recognition.

MotoCAP messaging was integrated into the 2020–2021 Motorcycle Safety campaign across digital video, social and digital display channels, to educate and encourage riders to choose and wear the safest gear when riding.



Creative from the 'Ride to Live' campaign

Used Car Safety Ratings

A campaign was developed to promote the release of the 2021 Used Car Safety Ratings. The campaign took place from October to the end of November 2021 and comprised three videos promoted on social media and digital channels as well as paid search. A media announcement also took place and materials were developed and shared with stakeholders.



Creative from the 'Used Car Safety Ratings' campaign

School Zones Advertising Campaign

School Zone safety messaging was communicated through advertising at key back-to-school periods in the year. Since July 2018, bus flashing lights messaging has been incorporated into the wider School Zones campaign at the beginning of each school term. The campaign performed well with 80 per cent of people who have seen the advertising stating that they would intend to slow down to 40km/h in school zones during operational hours.

Combined Drink and Drug Driving Offence campaign

In early 2021, legislation was passed introducing a new combined drink and drug driving offence with tougher penalties to deter this high-risk behaviour. The new combined offence and penalties commenced in June, 2021 and was supported by a phased communications campaign, both pre and post the introduction.

The objective of the campaign was to educate NSW motorists of the changes and to communicate the level of risk combined drink and drug driving poses. Social media during the campaign period reached almost two million people and was supported by mainstream radio, indigenous press, radio and CALD social channels which helped to build community awareness of the new offence.

Horses in traffic

In 2021 Transport for NSW launched an inaugural campaign to remind motorists of the importance of taking care when driving around horses in traffic.

The campaign, which was developed in conjunction with the NSW Country Women's Association, ran from October to the end of November 2021, and comprised newspaper articles, social media posts, a media announcement, and resources for stakeholders.



Creative from the 'Horses in traffic' campaign

Driving through floodwaters

Transport for NSW teamed up with the NSW SES during the 2021 Storm Season to remind motorists about the risk of driving through floodwaters. Communications activity included publishing web content, publishing a video on social media, developing Community Service Announcements for local radio and making a joint media announcement with the NSW SES.

Road Rules Awareness Week

Road Rules Awareness Week provides an opportunity for the NSW community to brush up on the road rules. The week, which ran from 22 to 28 March 2021, focused on highlighting rules that impact road trauma along with commonly misunderstood rules. It was supported by an advertising campaign across social media channels. It also coincided with the launch of the new electronic Road User Handbook which helps both experienced and new drivers understand the road rules.



Road Rules Awareness Week was held from 22- 28 March 2021

Road safety engagement and partnerships

National Road Safety Week

This annual initiative is led by the Safer Australian Roads and Highways Group (SARAH) and is supported by the Commonwealth and all states and territories, and was held from 16 to 23 May 2021. In 2021 the NSW Government supported the lead agency of South Australia by hosting a launch on 16 May 2021. It included speeches from both Ministers and was attended by dignitaries Throughout National Road Safety Week the 16 social media posts on the NSW Road Safety Facebook page reached more than 4 million people and achieved more than 40,000 engagements. The Sydney Harbour Bridge, Goulburn's Big Merino and Tamworth's Golden Guitar were among the landmarks lit up yellow to honour the memory of more than 1,200 lives lost on the nation's roads each year.



The NSW Government supported National Road Safety Week which included a yellow ribbon relay for road safety

Rugby League legends

Our partnership with NSW Rugby League connects local football clubs across the state with important road safety messages because road safety is everyone's responsibility, whether you're a driver, rider, passenger or pedestrian. In 2021 rugby league legends supported the road safety message by speaking with local students about the knock-on effect of road trauma in country communities, encouraging fans to think carefully, every time they get behind the wheel, about how one mistake can impact their entire community.



The NSW Government has teamed up with NSW Rugby League (NSWRL) to establish a new naming rights partnership to support Road Safety-the Knock-On Effect NSW Cup.

Western Sydney Wanderers

With the help of the Western Sydney Wanderers, the NSW Government is using the power of football to raise awareness and start conversations about road trauma and how everyone can help prevent it. The Wanderers partnership with Transport for NSW dates back to 2015 and is set to continue into 2022. The key message of the partnership – 'Who do you slow down for?' – highlights the impact of speeding on the community and encourages Wanderers fans to consider everyone around them before making decisions on the roads. As well as featuring the 'slow down' message on the sleeve of their jerseys, road safety messages will continue to be supported through match day, social and digital campaigns.



The Towards Zero match saw both the Wanderers and Sydney FC goalkeepers wear the number '0' on their backs as a powerful symbol of the Towards Zero message.

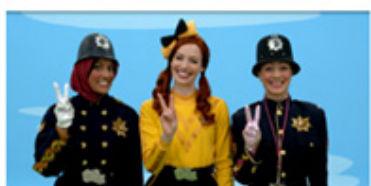
Good Sports Program

Transport for NSW has continued to fund the Good Sports Program to raise awareness of staying safe on the roads. When it comes to promoting road safety within sporting clubs, the Good Sports Program has provided over 9500 clubs with the resources, training and guidance they need to build a healthy club environment.

In 2021 Transport for NSW worked closely with the Good Sports clubs to supply Towards Zero safety messaging and road safety branded equipment such as “yeah..nah” branded goal pads, corner post pads, balls and clothing.

The Wiggles - Child Restraints partnership

Transport for NSW continues to partner with The Wiggles to promote Child Restraints and child car seat safety with this highly engaged audience. The partnerships gives us access to The Wiggles large audience reach across digital, social media and live events, as well ability to create bespoke co-branded content which can be promoted on the NSW Road Safety media channels. In 2021 Transport for NSW promoted videos by The Wiggles specifically around driveway safety, which was particularly relevant during COVID-19 lockdown periods where more children were home from school. Transport for NSW also promoted CALD translations of the ‘Beep Beep Buckle Up’ song performed by the Wiggles, which promotes the safe and correct use of child restraints and child car seats to culturally and linguistically diverse audiences (Vietnamese, Mandarin & Arabic).



Arabic



Mandarin



Vietnamese

Building a safer community culture

To support road safety as a partnership with the community, a range of activities were implemented to support engagement in road safety and to inform and motivate road users to use the road safely. Aligned to the Road Safety Plan 2021, these activities included:

Younger drivers

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

Transport for NSW in partnership with local government, delivered free Helping Learner Drivers Become Safer Driver workshop for parents and supervisors of learner drivers. In 2020–2021, 132 workshops were delivered across NSW to 3,468 attendees.

In 2020–2021, 139 TAFE Partnership road safety workshops targeting young apprentices, who are at high risk of crashes due to their age, inexperience and the need to travel long distances, were delivered to more than 2,331 participants.

Older road users

In 2020–2021, 138 Older Driver (65Plus) workshops were delivered to 2,730 people. These aim to provide advice and safety tips for road users aged 65 or over to help make safer choices when driving, riding, walking, using a mobility scooter or catching public transport.



Community Road Safety Grants

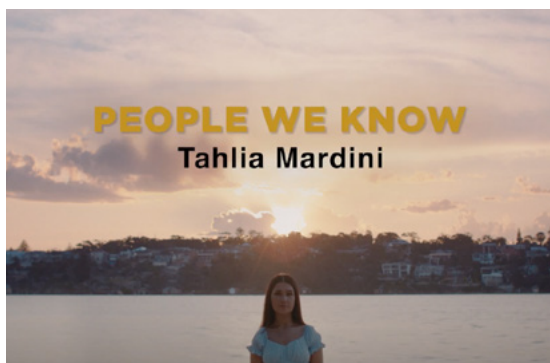
The Community Road Safety Grants program provides community groups funding to implement local road safety programs within their communities. The grants provide funding of \$5,000 or up to \$30,000 and have made significant contributions to community-driven road safety initiatives. Since the inception of the program in 2015–16, 161 projects have been funded under the Grants program up to 30 June 2021. In 2020–2021, Round Six of the Community Road Safety Grants program funded 26 community groups a total of \$364,567 to implement road safety projects across NSW. In November 2021, Round 7 of the Community Road Safety Grants program opened for applications.

Towards Zero Community Partnerships

A range of activities were implemented to support road safety engagement within communities. Aligned to the Road Safety Plan 2021, these activities support local road safety engagement to inform and motivate road users to use the road safely.

The People We know Campaign

As part of the People We Know campaign, Tahlia Mardini's story was shared on the NSW Road Safety-NSW GOV Facebook in December 2020. In the video Tahlia shares her life changing story following a crash on New Years Day in 2018. It reached 545,600 people with 345 comments and more than 1,700 shares.



As part of the People We Know campaign, Tahlia Mardini shared her story

Food Delivery Riders

Over the last two years, five food delivery riders have been killed on NSW roads. Of these, three were bicycle riders and two were motorcycle riders. From July 2020, a suite of food delivery rider communication materials have been developed to help riders keep themselves safe and food delivery platforms keep their riders safe on our roads. Materials include a new webpage for food delivery riders and a suite of resources including factsheets about visibility and safe riding. A social media campaign took place in August/September 2021 targeting food delivery riders and drivers.



Working with employers (Road Safety In Your Workplace)

The 'Road Safety In Your Workplace' program encourages employers across NSW to embed a positive road safety culture in their workplace. The program is a collaboration between Transport for NSW and the State Insurance Regulatory Authority.

'Road Safety In Your Workplace' has a number of resources available to employers and employees, including case studies from Essential Energy and Western NSW Local Health District, an interactive online employer toolkit to aid organisations on their road safety journey, as well as supporting resources and collateral. The program was launched in May 2021 at a media event at the Essential Energy Depot in Bathurst. The Hon. Paul Toole, Deputy Premier of NSW was in attendance. The project was promoted throughout October 2021 for National Work Safety Month, and included a campaign encouraging workplaces to implement road safety policies.

The use of the guide 'Road Safety and Your Work: A Guide for Employers' and supporting resources continued to be strong with many organisations being involved. Our partners at Insurance and Care NSW launched their internal road safety program, and Transport for NSW is also working across Government to implement road safety policies.

The 'Road Safety in Your Workplace' program won the 3M Australasian College of Road Safety Diamond Road Safety Award at the 2021 Australasian Road Safety Conference held from 28 to 30 September 2021. The eLearning component

of the program was also awarded Diamond and Gold at the 2021 LearnX Live Awards, for “Best Learning and Development Project – Health & Safety Training” and “Best eLearning Design – Free eLearning Resource”.



Transport for NSW's 'Road Safety in Your Workplace' program won the 3M Australasian College of Road Safety Diam

Kidsafe Partnership

Transport for NSW has funded Kidsafe NSW since 2017/18 to deliver the nationally recognised child car seat training for intervention support agencies at subsidised costs. Kidsafe NSW received \$35,000 in funding for delivery of the 2019–2020 program; however, training was delayed due to COVID-19 and the state-wide restrictions, and was completed in March 2021. On completion of the project six courses were conducted in regional NSW, five in the Hunter/Illawarra area, and 12 courses in the Sydney metropolitan area. In addition, the following outcomes were achieved:

- 188 participants received the training
- 47 per cent participants identified as Aboriginal
- 23 training sessions conducted
- 10 sessions conducted for Aboriginal services.
- 15 different agencies benefitted from the training

A renewed Program Funding Agreement was established with Kidsafe NSW for \$55,000 per annum over five years from 2021 to 2026, to provide 25 child car seat training courses for up to a minimum of 10 participants each year to intervention support services and community transport providers across NSW.



Vicki Milne, Kidsafe NSW Road Safety Manager, delivering training on the correct use of child car seat restraints

Aboriginal road safety

Aboriginal people are twice as likely to be killed or injured in a crash compared with non-Aboriginal people. Transport for NSW delivers a range of Aboriginal road safety programs, including making driver licensing more accessible, child car seat use and helmet safety for children. During 2020–2021, Community Road Safety Fund investment in Aboriginal road safety included:

Aboriginal community events

Due to COVID19 Transport for NSW's ability to participate in major Aboriginal community events across NSW in conversations about safe road use were impacted. The NSW Koori Knockout and Yabun festival have been postponed to be held in 2022.

Aboriginal people and disadvantaged drivers

Transport for NSW continued to deliver the Driver Licensing Access Program (DLAP), which assists people from communities with lower rates of driver licence attainment to obtain and retain their driver licence, including many Aboriginal communities, some Culturally and Linguistically Diverse communities (including refugee and resettlement communities identified by Multicultural NSW), and people from low socio-economic backgrounds. In 2020–2021 the program budget was \$4.3 million with the majority of funds invested from the Community Road Safety Fund (\$4 million) and \$300,000 from the State Insurance Regulatory Authority. 940 Learner licences, 612 provisional licences and 5,749 supervised driving hours were achieved.



DLAP participant Trei Stewart with his driving supervisor

AFL NSW/ACT Indigenous Youth Leadership Program

Transport for NSW in partnership with AFL NSW/ACT Indigenous Leadership Program normally deliver Leadership camps. Only one male face-to-face ran in April 2021 with the female camps postponed due to NSW Health orders. An online workshop was delivered to engage young Aboriginal and Torres Strait Islanders aged 13 to 15 years from various communities across NSW as part of the Sir Douglas Nicholls Indigenous round in August. The April 2021 camp and online workshop provided a practical understanding of leadership in road safety and leadership styles in a variety of sporting and non-sporting situations.

Funding support provided to AFL NSW/ACT is for a three year term, from 2019-2022, at a total cost of \$285,000. A video featuring the April 2021 male camp of the AFL NSW/ACT Indigenous Leadership Program can be found at youtu.be/UhbDzu7q-8A



AFL NSW/ACT Indigenous leadership male camp player development training day was held in April 2021

Bring the Mob home safely

Our road safety campaign message “Bring The Mob Home Safely” connects with Aboriginal people through the NITV and Imparja television networks, Aboriginal community radio stations and newspapers. Campaign content includes Aboriginal people, such as Robert Clegg and Bianca Hunt, talking about their experience with road safety and encouraging others to stay safe on our roads.

Early childhood and school road safety education

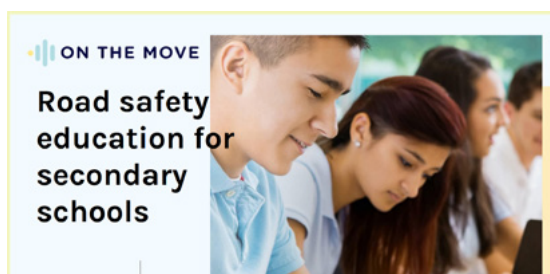
Transport for NSW has funded the Road Safety Education Program since 1986. The program is a partnership between Transport for NSW, Department of Education, Catholic Schools NSW, the Association of Independent Schools of NSW, and Kids and Traffic Early Childhood Road Safety Education Program. All NSW primary and secondary students learn about road safety as part of the mandatory Personal Development, Health and Physical Education (PDHPE) syllabus. In NSW early childhood services, road safety is integrated as part of the Early Years Learning Framework.

In 2020–2021, the NSW Government invested \$5 million to provide road safety education consultancy support to schools and teachers, as well as classroom resources to 3,107 primary and secondary schools, and 4,000 early childhood services across NSW. The program provides a focus on professional development for school teachers and early childhood educators, and quality learning resources to support the teaching about road safety in NSW.

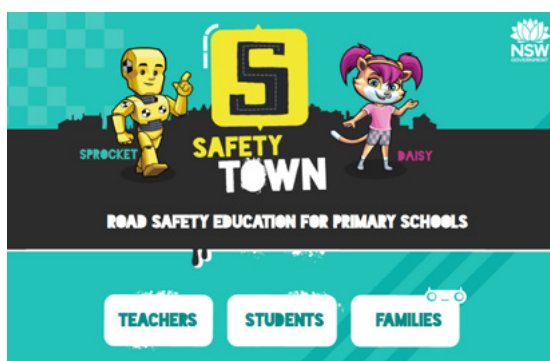
Transport for NSW's Safety Town website (www.safetytown.com.au) for primary school teachers and students had 72,249 users visit the site during 2020–2021, viewing 835,324 pages.

The On the Move website (onthemove.nsw.edu.au) for secondary school teachers and students had 5,143 users visit the site during 2020–2021, viewing 104,223 pages.

The Kindergarten Orientation Road Safety Library Bags attracted strong demand again in 2020–2021, with 86,501 bags ordered by NSW primary schools to share road safety information with new families.



'On the Move' is the road safety website for secondary school teachers, students and families onthemove.nsw.edu.au



'Safety Town' is the road safety website for primary school teachers, students and families safetytown.com.au

School Crossing Supervisor Program

There was continued investment in 2020–21 of \$18.4 million into the School Crossing Supervisor Program.

Transport for NSW is currently implementing the NSW Government's program of 300 additional school crossing supervisor locations over three years. In December 2021, 275 of those new school crossing supervisors had been appointed.

In December 2021 Transport for NSW announced that the final round of the program included a further 32 additional supervisor locations, which took the total to 332 new school crossing supervisor locations announced.

Transport for NSW continues to progress this work with school communities to recruit, train and deploy school crossing supervisors to the approved locations.

Local Government Road Safety Program

The Local Government Road Safety Program is a partnership between Transport for NSW and local councils. Participating councils receive up to 50–50 funding for a Road Safety Officer position and/or funding for local road safety projects. The Council's propose programs and projects to address local road safety priorities. In 2020–2021 the program spent \$5.4 million across the State. There are 83 Local Government Areas participating in the program across NSW employing 74 Road Safety Officers in 2020–2021.



On 15 December 2021 Eurobodalla Shire and Queanbeyan Palerang Regional Council Road Safety Officers (RSOs), in collaboration with the NSW Police Traffic & Highway Patrol Command, launched the Kings Highway Road Safety Partnership summer campaign. Minister for Transport & City Services, Chris Steel MLA, attended and spoke at the event.



Road Safety Officer (RSO) Alison Balding hosting the Free Cuppa fatigue pop-up stand at Murrurundi

Bstreetsmart event

Transport for NSW was the major sponsor of Western Sydney Local Health District's bstreetsmart event. From 9 to 12 August 2021, the event was livestreamed to 118 high schools. The event encourages students from years 10 to 12 to adopt safe behaviours as drivers, riders and passengers. To support the bstreetsmart event, all schools that attended were provided with road safety information and curriculum activities to complement student learning in the classroom.

National Safe Work Month

Transport for NSW supported National Safe Work Month in October 2021 with the promotion of Road Safety in Your Workplace program. Due to COVID-19 and the inability to engage the program in-person, a campaign was launched via social media (Facebook and LinkedIn) and across XTracks and Commute Digital screens (throughout major train stations in Sydney included Wynyard, Central and Bondi Junction).



Transport for NSW supported National Safe Work Month which was held in October 2021

Road Safety Behavioural Program

During 2020–2021 the Community Road Safety Fund invested \$6.9 million into the delivery of the NSW Road Safety Behavioural Program. The Program delivers behavioural-focused road safety initiatives at a regional and local level to reduce the incidence and severity of crashes in the NSW road environment. The program targets key road safety behavioural issues and at-risk road user groups with a focus on engagement and education. This includes:

- programs targeting key behavioural issues i.e. speeding, drink and drug driving, distraction, fatigue, restraint use
- programs targeting key road user groups i.e. motorcyclists, young drivers, heavy vehicle drivers, bicycle riders, pedestrians and older road users
- support to the Enhanced Enforcement Program
- Management of the Local Government Road Safety Program.

Examples of work delivered under the Program are covered throughout this report such as the TAFE Partnership road safety education, Older Driver (65Plus) and Helping Learner Drivers Become Safer Drivers workshops.



Regional & Outer Metropolitan (ROM) delivery partner for North Region, Priscilla Page, attending the Hometown Australia's over 50s community talk – visiting 11 communities over two days with 2766 participants

NSW road safety online activity

In 2020–21 the NSW Road Safety Facebook page had a total reach of more than 43.4 million (where people saw posts) and achieved more than 3 million engagements (when people interacted with posts).

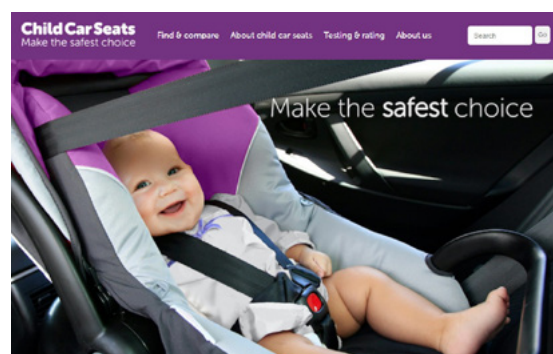
The top performing posts published on NSW Road Safety Facebook during 2020–2021 were a Double Demerits notification for 11 to 14 June 2021 (Highest reach: 1.8 million), driving to winter conditions (Highest reactions: 8.3K) and a road safety quiz for safe merging (Highest comments: 4.3K).

More than 2.05 million users visited the Centre for Road Safety website (roadsafety.transport.nsw.gov.au) during 2020–2021, resulting in around 4.65 million page views. Some of the most popular pages included the P1/P2 restricted vehicle search for provisional drivers, with 426,000 page views, the speed cameras current locations search page, with 350,000 page views, and the 'Mobile Phone Use: Know the Rules' page, with 234,000 page views.

The Towards Zero website (towardszero.nsw.gov.au) was regularly updated with content related to the Safe System, including the latest Used Car Safety Ratings, and Road Safety Plan information, including media releases and topic-based videos. The website had more than 131,000 users in 2020–2021, resulting in more than 485,000 page views. Some of the most popular pages included the Saving Lives On Country Roads (65,000 page views) and the Road Safety Plan 2021 (32,000 page views).

The MotoCAP website (motocap.com.au) was regularly updated with safety ratings for motorcycle rider jackets, pants and gloves. The website had more than 42,000 users in 2020–2021, resulting in more than 345,000 page views. Visitors to the site viewed ratings for jackets (40,000 page views), pants (26,000) and gloves (18,000).

The Child Car Seats website (www.childcarseats.com.au) provides safety ratings for more than 250 types of forward facing, rear facing and booster seats. The website had more than 274,000 users in 2020–2021, viewing more than 1.8 million pages. Most of the traffic to the site was via the 'Find and compare' page (730,000 page views), followed by the 'Laws on child restraints' page (212,000 page views).



The Child Car Seats website provides safety ratings for more than 250 types of forward facing, rear facing and booster seats. For more information, visit [childcarseats.com.au](https://www.childcarseats.com.au)

Transport for NSW's Safety Town website (www.safetytown.com.au) for primary school teachers and students had 72,249 users visit the site during 2020–2021, viewing 835,324 pages.

The On the Move website (onthemove.nsw.edu.au) for secondary PDHPE teachers had 5,143 users visit the site during 2020–2021, viewing 104,223 pages.

New and proven vehicle technology

As highlighted in the Road Safety Plan 2021, vehicle design and safety equipment can significantly improve safety when on the road. Transport for NSW delivers a range of programs to improve the safety of vehicles and equipment, and also support informed consumer choice.

Safety of the NSW vehicle fleet

In 2020–2021, it is estimated that 51 percent of all new light vehicle models available for sale in Australia had a five star ANCAP rating.

At the end of 2020, 52.4 per cent of all light vehicles registered in NSW that were manufactured on or after 2000 had a five-star ANCAP rating, an increase of 2.9 per cent from 2019 (49.5 per cent). In metropolitan areas, 54.8 per cent of light vehicles registered that were manufactured after 2000 (up 3.1 per cent) have a five-star rating, compared to 48.4 per cent in regional areas (up 3.5 per cent).

Safety features and technologies for heavy vehicles

In March 2021, Transport for NSW became a steering group partner to Construction Logistics and Community Safety – Australia (CLOCS-A). The group partners to form a relationship to work together in improving road safety and the operational efficiency relating to the logistics in of the construction of infrastructure projects. In September 2021, the CLOCS-A received funding from the NHVR Heavy Vehicle Safety Initiative to deliver road safety benefits in the construction industry.

Fresnel lens trial

Transport for NSW partnered with heavy vehicle industry to trial Fresnel lenses on heavy vehicles to reduce ‘blind spots’. The Fresnel lens is a device designed to improve driver vision of ‘blind spots’ on the passenger side of heavy vehicles. Having the Fresnel Lenses fitted to the passenger side window of heavy vehicles has been found in overseas trials to greatly improve the ability of drivers to see other road users that may be present in these ‘blind spots’, thus reducing the risk of collisions especially when the heavy vehicle driver is changing lanes or turning.



A Fresnel lens affixed to a passenger window

Motorcycle safety

Motorcycles only account for around 5 per cent of all motor vehicle registrations but in 2021 (provisional), 23 per cent of all road fatalities (62 fatalities) were motorcyclists.

Since 2012, Transport for NSW has been supporting Motorcycle Council of NSW's Motorcycle Awareness Month which is held in October each year and includes numerous events and campaigns aimed at educating drivers and riders to drive and ride safely and be aware of their surroundings. Motorcycle Awareness Month 2021 was held predominantly online, and Motorcycle Council of NSW hosted eight zoom sessions that invited experts in the industry to discuss topics relating to motorcycle safety. The sessions reached more than 60,000 individuals and was viewed by more than 36,000 people. They also hosted a virtual Joe Rider campaign and livestreamed eight rides around Sydney. This engagement reached nearly 9,000 people. They also used their Facebook page to promote updates and garner interest.



Australasian New Car Safety Ratings (ANCAP)

Transport for NSW is a key contributor to and member of the ANCAP Board, Council and Technical Group. ANCAP released safety ratings for 24 light vehicles models covering 157 variants in 2020–21. Of these, 22 were awarded 5 stars, and the lowest score was zero stars. In 2020–21, 92 percent of all new light vehicle models available for sale in Australia were rated by ANCAP, and 88 percent had a five star ANCAP rating.

Vehicles are evaluated against four key areas of assessment: adult occupant protection; child occupant protection; vulnerable road user protection; and safety assist. ANCAP frequently conducts crash testing at Transport for NSW's Crashlab, and assesses vehicles' safety assist technology at Transport for NSW's facility in Cudal.

Occupant restraints and child safety

The Child Restraint Evaluation Program (CREP) tested 13 child car seats in 2020–21. The results were published as they became available to ensure the currency of information provided to consumers. The latest child seat safety ratings were released September 2021 and CREP also introduced improvements to testing procedures and protocols.

In 2020–21, 141 restraint fitting days were delivered by Transport for NSW and councils under the Local Government Road Safety Program, with more than 9,000 baby and child car seats fitted.

The child seat guidelines were updated aiming to keep children up to the age of 16 as safe as possible while travelling on NSW roads by helping parents and carers choose the right restraints and use them correctly. These guidelines were developed by Neuroscience Research Australia (NeuRA) and Kidsafe Australia with input from Transport for NSW.

Heavy vehicle safety

Australian Design Rules (ADRs) for heavy vehicle stability control came into effect for new applicable models from 1 November 2020, and will come into effect for all new applicable vehicles from 1 January 2022. In October 2021, the Commonwealth also announced the allowance of 2.55 metre wide freight vehicles. These wider vehicles will be required to comply with new ADRs for indirect vision, improved stability control, advanced braking systems, lane departure warning systems, blind spot information systems, side underrun protection and conspicuity markings.

Transport for NSW through the rural seatbelt program has delivered safer buses, and the program was completed in December 2021 with all students travelling on dedicated school buses with seatbelts in regional NSW from the start of Term 1 2022.



Harvest in the West Region

Crashlab and Cudal – safety research laboratories

In 2020–21 the Community Road Safety Fund provided \$4.8 million for operating costs and \$2.9 million in capital funding for Crashlab and Cudal facilities, both of which conduct national research and commercial vehicle crash testing services using the latest technologies in their accredited testing laboratory. Crashlab also carries out tests on child restraints and motorcycle and bicycle helmets. Cudal site provides a simulated, open road to enable testing of safety assist systems such as autonomous braking, lane departure warnings and speed control functions.

There are advanced test equipment and capabilities at both the Crashlab and Cudal facilities. Between the two facilities 35 vehicle crash tests and 16 safety assist tests were conducted during 2020–21.

In 2020–2021 Crashlab conducted more than 600 sled tests on child restraints, bus seats and seat belts including the Child Restraint Evaluation Program (CREP) on 14 restraint models, and conducted motorcycle helmet testing under the Consumer Rating and Assessment of Safety Helmets (CRASH) program covering 30 helmet models. CRASH is a consortium of Transport for NSW, Insurance Australia Group and Transport Accident Commission. The helmets are tested against a range of criteria including protection and comfort, therefore providing riders with a guide to the safest and best helmets available.



The Cudal testing facility provides a simulated, open road to enable testing of safety assist systems such as autonomous braking, lane departure warnings and speed control functions

Used Car Safety Ratings (UCSR) buyers guide

The 2021 'Used Car Safety Ratings Buyer's Guide' released on 28 September 2021 provides a comprehensive picture of the safety of all different types of used light vehicles on the market. The guide covers 289 different makes and models of cars and gives safety ratings out of five stars. It also identifies 'safer picks', which are vehicles that give excellent protection to the driver, cause less serious injury to other road users and include crash avoidance technology. Used Car Safety Ratings are determined through the analysis of more than 8.8 million vehicles involved in police reported road crashes across Australia and New Zealand. The 2021 Used Car Safety Ratings can be downloaded from the Centre for Road Safety website or at safevehicles.com.au. Funding for VSRG work was also provided by State Insurance Regulatory Authority.



The 2021 Used Car Safety Ratings guide which can be downloaded from the Centre for Road Safety website: roadsafety.transport.nsw.gov.au/downloads/ucsr-2021.pdf, or visit safevehicles.com.au

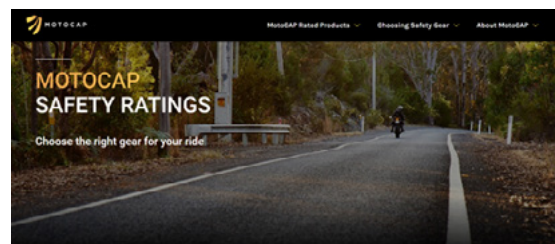
Motorcycle Protective Clothing Assessment Program (MotoCAP)

Transport for NSW is the chair of the working group administering the Motorcycle Clothing Assessment Program (MotoCAP). MotoCAP, the world-first rating system for motorcycle clothing, provides information for riders, and encourages manufacturers to produce effective protective clothing.

Despite disruptions due to COVID-19, in the 2020–21 financial year MotoCAP had assessed 48 items, comprising 15 pairs of pants, 24 jackets and 9 pairs of gloves.

The MotoCAP website (motocap.com.au) had more than 42,000 users in 2020–2021, resulting in more than 345,000 page views.

Transport for NSW contributed \$100,000 to the MotoCAP program in 2020–21, as well as providing website maintenance and administrative support as the program lead. The State Insurance Regulatory Authority also contributed \$105,000 to the program.



The MotoCAP website (motocap.com.au) provides a rating system for motorcycle clothing and gear

Speed Adviser app

First released in February 2014, the Speed Adviser smartphone app provides free access to accurate speed zone information across the NSW road network, including active school zones. The application was updated four times in 2021 to include new roads such as the Albion Park Bypass. The app development team commenced work on exploring the feasibility of developing an Apple CarPlay and Android Auto version of Speed Adviser. This would enable speed warnings to be displayed on the dashboard of vehicles equipped with this mirroring technology.

Connected and automated vehicles

Transport for NSW has begun a three-year automated vehicle research and development trial in collaboration with The University of Sydney's Australian Centre for Field Robotics. The trial aims to understand how connected and automated vehicles will interact with vulnerable road users, other vehicles and local infrastructure in the future. In the last six months of 2021 the project team has explored navigation strategies and operating principles for different types of environments, such as when the vehicle transitions between roads and shared zones. Work has also progressed on detecting and reacting to pedestrians on marked crossings, jay walking pedestrians and pedestrians walking within shared traffic zones.



Custom built automated vehicles developed as part of research into pedestrian and prediction for automated vehicles

Cooperative Intelligent Transport Initiative (CITI) project

The Cooperative Intelligent Transport Initiative (CITI) was established in 2012 as Australia's first long-term cooperative intelligent transport systems testbed to evaluate potential road safety benefits with connected vehicle technology. This system provides in-cab alerts to drivers about potential road safety hazards through the sharing of information between connected vehicles and roadside infrastructure. Work on Stage three of the CITI testbed started in 2021 with the installation of solar powered equipment at the Unanderra Rail Level Crossing on the Princes

Highway in the southern suburbs of Wollongong. When completed, the level crossing will send alerts to 20 specially equipped buses as a train approaches the location. Buses in the trial will receive messages through dedicated short-range communications as well as through a newly developed cloud connected application.



The Cooperative Intelligent Transport Initiative (CITI) has evolved to include buses and a level crossing

Road Transport Amendment (Vehicle Registration) Regulation

Road Transport Amendment (Vehicle Registration) Regulation 2021 was made in June 2021 amending NSW settings to align with the commencement of the Road Vehicle Standards Act 2018 (Commonwealth) and to adopt the 2020 amendments to the Australian Light Vehicles Standards model law. On 1 July 2021, the Road Vehicle Standards Act 2018 (Commonwealth) (RVSA) also replaced the Motor Vehicle Standards Act 1989 (Commonwealth) (MVSA). The RVSA (and formerly the MVSA) regulates the first supply of motor vehicles to market and provides the power for making the vehicle standards called the Australian Design Rules. The amendments were required to ensure that NSW regulation continued to operate as intended following the commencement of the RVSA. Prior to amendment the NSW regulation references the MVSA, which has now been repealed.

Publication of brake assessment manual

In May 2021 Transport for NSW released an updated Brake Assessment Manual. The manual provides the methods for assessing brake systems for modified vehicles and individually constructed vehicles to be registered in NSW. It was prepared in consultation with relevant stakeholders from the Vehicle Standards Working Group. Updates to the Manual included a new section about maintaining safety features which includes additional requirements for vehicles fitted with electronic stability control.

Caravan Safety

With the increasing popularity of caravanning a series of free caravan safety checking days were held in North Region in December 2020 and May 2021, which allowed people to talk with subject matter experts about their set ups and get a few tips on safely driving with a caravan. About 150 caravanners made appointments to have their vehicles and vans weighed and checked.

Communications were developed to provide information about safe caravan towing. Materials included a webpage, a caravan safety brochure and checklist, as well as a tips for safe caravanning business card. The communications provide safety information for drivers towing a caravan, including information on safe loading and safe towing practices.



Building a safe future

During 2020–2021, Transport for NSW advanced work to help better plan, develop, design, operate and maintain the transport system with a view to eliminating future trauma. The following actions were undertaken to deliver this priority area.

2026 Road Safety Action Plan

Transport for NSW is developing the 2026 Road Safety Action Plan to set out priority road safety actions for delivery across five years from 2022. Development and consultation for the new Plan occurred throughout 2021 and involved examining the latest national and international research and crash data, as well as consulting with road safety experts, key stakeholders and the NSW community to understand which road safety measures are important in our local communities. Consultation for the new Plan included 12 community consultations (eight mainstream and four specifically for Aboriginal stakeholders) and an online stakeholder forum held in April 2021. The community consultations were held across NSW in Wagga Wagga, Batemans Bay, Blacktown, Gosford, Dubbo, Tamworth, Coffs Harbour and Sydney. The Aboriginal engagement consultations were held in Wagga Wagga, Taree, Dubbo and Wellington.



Pathways to Target Setting project

Transport for NSW continued work on the Pathways to Target Setting project, which has delivered Australian-first in-depth road trauma modelling, applying validated methods used in other best-performing countries such as Sweden, to estimate NSW trauma levels in the future. This baseline modelling estimate was used to set a long-term vision for our transport system to achieve zero road trauma, then working backwards to identify what the system needs to look like in 2030, and the changes and efforts needed to get there. Overall, modelling results show the potential to cut deaths by 90 per cent and serious injuries by 80 per cent by 2050. This highlights that a low trauma future is achievable and that NSW can meet ambitious targets by delivering the right combination of high-benefit road safety measures across the NSW network. This work is a critical input for development of the 2026 Road Safety Action Plan.

Improving cyclist safety around light rail

In 2021 the NSW Centre for Road Safety undertook a market sounding exercise as identified in the Newcastle Light Rail Independent Safety Review seeking technology solutions to mitigate the risk of bicycle wheels falling in the rail groove. A number of responses were received, with the two most promising solutions proceeding to product demonstration in a controlled depot environment in late 2021. The intention of the project is to provide an environment for the manufacturers to demonstrate that their product can mitigate the risk of bicycle wheels falling in the rail groove without transferring risk to any other road user. Following completion of the demonstrations, the results will be assessed and next steps will be considered.



Implementing safer road design

During 2020–21 work continued to implement safer road designs for high speed roads, supporting the integration of stronger road safety outcomes in implementation decisions across major projects. This work shows how we can move towards the fitting of flexible safety barriers, widened shoulders and audio tactile line marking as standard practice on appropriate parts of the network to achieve Safe System outcomes. Work has included integrating enhanced road safety standards into the development of the Princes Highway Upgrade Program.

During 2020–21 the Centre for Road Safety also continued to provide subject matter expertise in road safety across Transport for NSW to enhance road safety outcomes. This included road safety advice and support to major projects through crash data analytics and review of safe system assessments to advocate the safest design option.

Risk Rating of NSW regional roads

In September 2021, Transport for NSW commenced risk rating assessment of 19,000 kilometres of NSW regional roads using the Australian Road Assessment Program (AusRAP) methodology. The assessment is currently in the survey stage with data being collected across the network. AusRAP represents a valuable tool to explain how roads can change from being safe to unsafe along their length. AusRAP also assists with identifying and prioritising road upgrades.

A strong evidence base

NSW has one of the most comprehensive crash data and information assets in the world. The information available is widely published on Centre for Road Safety website (roadsafety.transport.nsw.gov.au) as well as being shared with a range of stakeholders including local councils and the NSW Police Force.

Road safety data

Road safety information draws on a range of sources including NSW Police Force crash reports, Transport for NSW licensing and infringements, vehicle registration, NSW Health hospital data and drug and alcohol test results, NSW Ambulance Services data, State Insurance Regulatory Authority Compulsory Third Party claims information, Lifetime Care and Support cases, vehicle safety features dataset and road conditions.

In 2020–2021 Transport for NSW continued enhancement of the Safe Systems Analytics tool for reporting crash data. The development and rollout of a version tailored to local government provides councils a consolidated platform to access both detailed crash records and interactive reports for exploring the road safety issues in their area.

In September 2021, five years of finalised crash data was made available for the first time on Transport for NSW's open data platform. The release of this information further enhances public access to the information available through interactive reports and visualisations on the CRS website. Speed zoning data are regularly updated and also publicly available on the Open Data Hub.

Research

Transport for NSW provides access to our road safety research with a Centre for Road Safety dedicated internet page (roadsafety.transport.nsw.gov.au/research/index).

Research funded by the Community Road Safety Fund during 2020–21 included:

Safety Performance Indicator Observational Study

The use of safety performance indicators is an internationally recognised approach to improving road safety management. The Centre for Road Safety investigated safety performance indicators for three specific road user behaviours; light vehicle seatbelt use, motorcycle helmet and protective gear use and bicycle helmet use. Observations were conducted across NSW, and key findings showed that nearly all front seat drivers and front seat passengers were observed wearing their seatbelts. The findings also indicated that nearly all motorcyclists wore helmets, but there were quite low rates of complete protective gear use. Most cyclists were observed to be wearing a helmet while cycling.

Assessing the Safety Impact of Attachments on Motorcycle Helmets

Transport for NSW conducted a study to assess the safety impacts of attaching aftermarket camera and communication devices to motorcycle helmets. The study found that the convention impact (drop) test methods were not ideal to replicate the head and neck injury risk, and so instead used a unique oblique impact test method. This method tested helmets impact with a moving striker plate, which produced more real world crash responses. Across 220 impact scenarios, the results revealed that attaching a device to the helmet did not, on average, increase the risk of head or neck injury to the rider. These findings informed changes to NSW Government policy, which now allow riders to attach aftermarket devices to motorcycle helmets, provided they do so properly and following manufacturers' instructions.

An initial study of motorcyclists' perceptions of Audio Tactile Line Marking

Transport for NSW conducted a study to examine motorcyclists' perceptions when riding over Audio Tactile Line Marking (ATLM) or rumble strips at Transport for NSW's crash testing facility. The study found that motorcyclists' confidence in maintaining control of their motorcycle on ATLM were higher after they had undertaken a series of test rides over ATLM under a range of different conditions, in a controlled environment. The study also demonstrated that motorcycle stability testing can be undertaken safely with ATLM.

Community Road Safety Attitude Survey Research

In 2021, an online survey of more than 3,500 NSW road users was conducted to provide the NSW community with an opportunity to provide input into the development of the 2026 Road Safety Action Plan. The study was conducted to obtain information on road safety issues of most concern to NSW road users, views on road safety countermeasures, and road safety attitudes and perceptions of NSW road users.

Results showed a shared concern among the NSW community for key road safety issues, and strong support for measures to improve safety on NSW roads. All road safety countermeasures were viewed as important to the NSW community, with between 66 per cent and 87 per cent of the representative sample rating each countermeasure as 'very important' or 'fairly important'. Encouragingly, there is strong support among the NSW community for aiming for a zero road toll.

Program evaluations

In 2020–21 the following program evaluation was completed:

Phase 1 Evaluation of the NSW Drink and Drug Driving Reforms

Drink and Drug Driving reforms passed by the NSW Government in September 2018 aim to enhance the penalty framework to increase deterrence of drink and drug driving. The Centre for Road Safety developed an Evaluation Framework for the reforms, in collaboration with various teams across Transport for NSW and the NSW Government, including the Department of Communities and Justice and NSW Police.

Phase 1 of evaluation of the reforms has now been completed, and included an operational review of the reforms, as well as development of a monitoring and evaluation plan. The operational review found that overall, most elements of the NSW Drink and Drug Driving Reforms are being implemented successfully, and processes have been smooth, partly because elements of the reform build on existing penalties and sanctions.

Community Road Safety Fund expenditure 2020–2021

The Community Road Safety Fund was established by legislation in 2012 and came into effect in 2013, and includes (but is not limited to) all camera detected speeding fines, red-light running fines and camera detected mobile phone fines. The total Community Road Safety Fund expenditure for the 2020–2021 financial year was \$411.3 million, of which \$254.2 million came from camera revenue. The table below details the allocation of funding across the Road Safety Plan 2021 priority areas.

Priority areas	Expenditure 2020–2021 (\$ million)
Savings Lives on Country Roads (total)	191.5
Road Safety Infrastructure	188.5
Support Programs	3.0
Liveable and Safe Urban Communities (total)	48.9
Road Safety Infrastructure	46.7
Support Programs	2.2
Using the Roads Safely (total)	108.2
Police Enhanced Enforcement Program	23.1
Automated enforcement ¹	42.4
Road Safety Community Education Programs	16.2
School Zone Safety Program	20.9
Support Programs	5.6
Building a Safer Community Culture (total)	37.2
Road Safety Community Education Programs	23.0
Road Safety School Education Programs	6.5
Local Government Road Safety Officers Program	5.4
Support Programs	2.3
New and proven Vehicle Technology (total)	11.3
Building a Safe Future & A strong Evidence Base (total)	14.2
TOTAL	411.3

1 NSW Speed Camera Program and Mobile Phone Detection Program

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