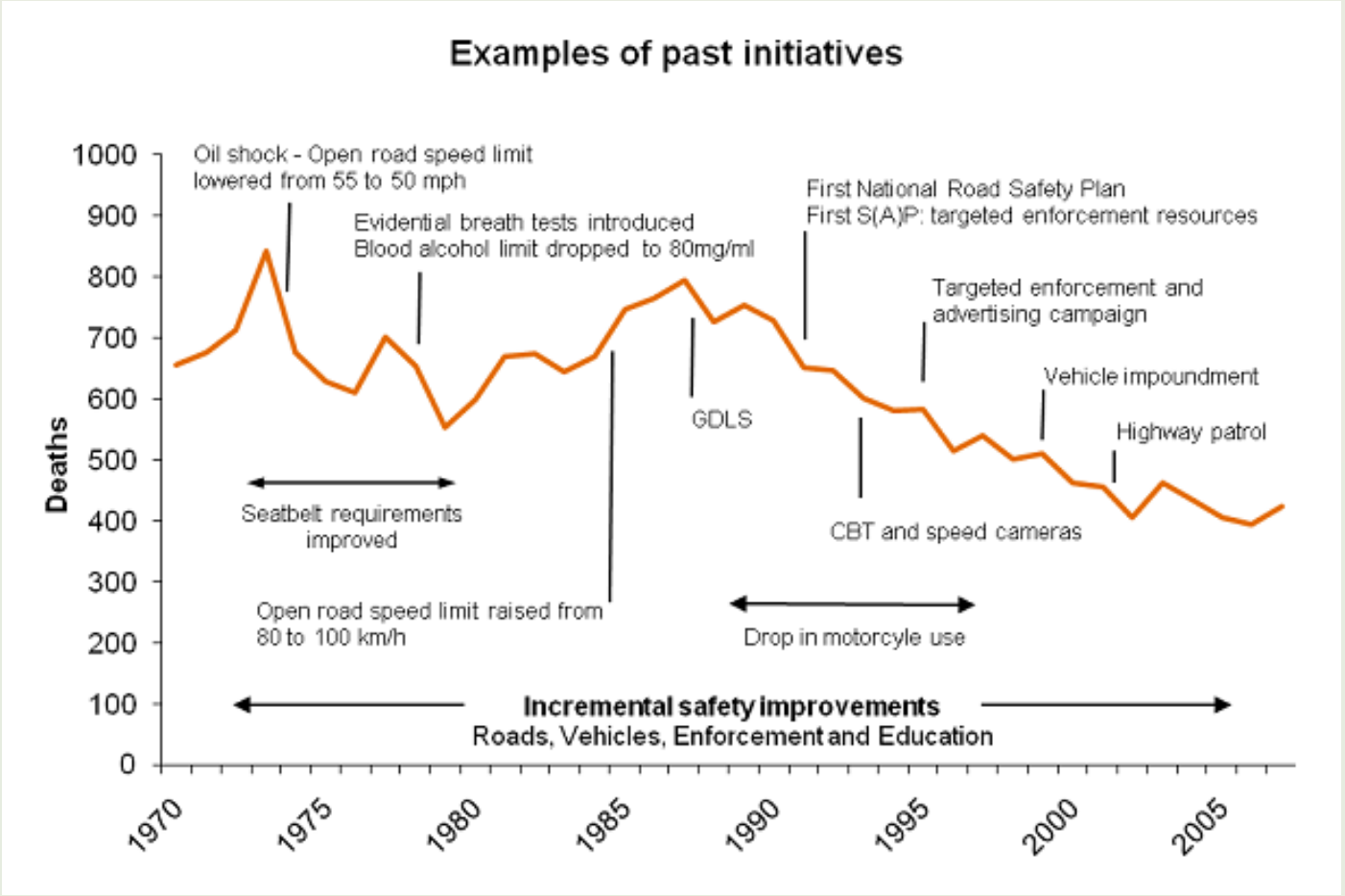
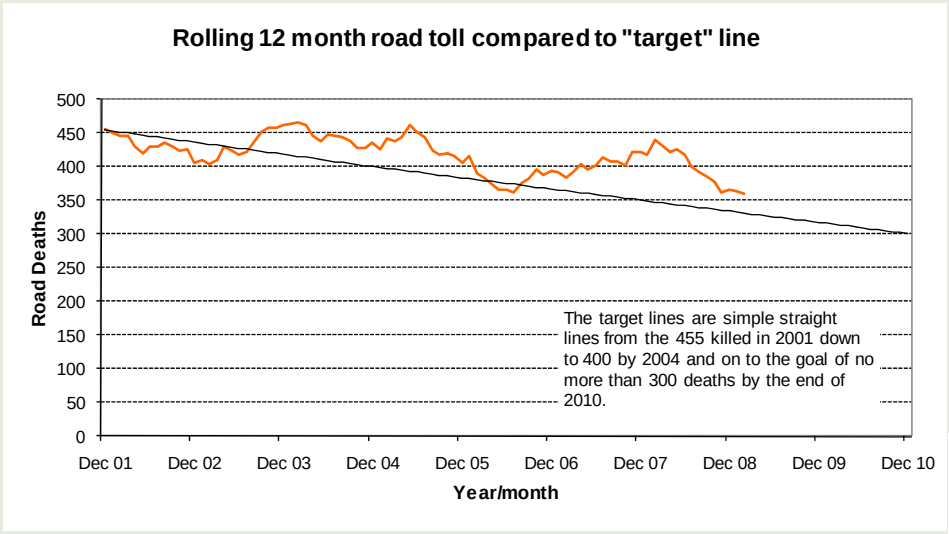
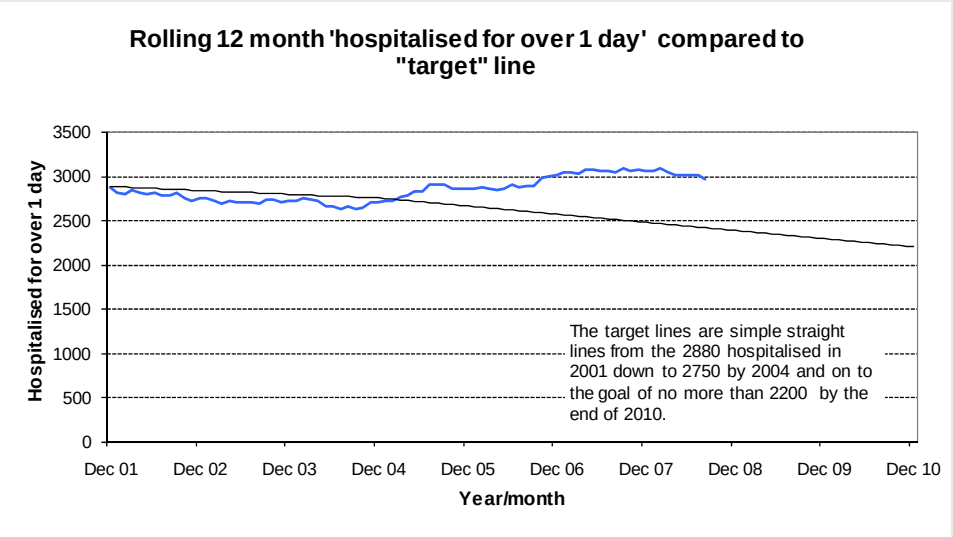
The road toll over time



How are we doing? 2010 targets





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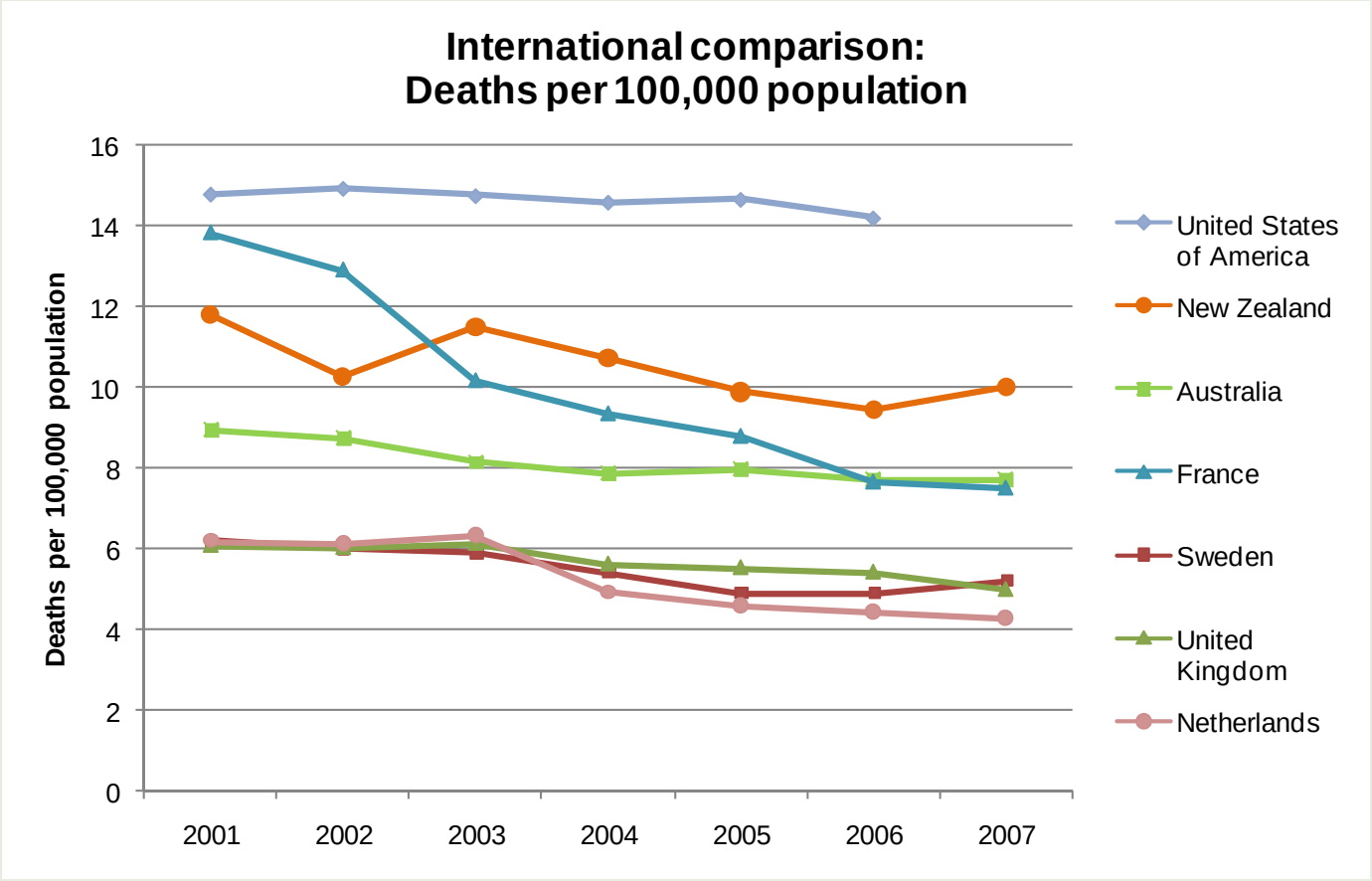
How are we doing? International comparisons



How are we doing? Particular issues

- Motorcycles
    - Rising number of registrations
    - Rising numbers of deaths and serious injuries
- Alcohol
    - An ongoing serious issue
    - 2007 – contributed to 30% fatal, 19% serious injury crashes
    - Increasing number of prosecutions for drink-driving
- Speed
    - 32 percent fatal, 20 percent serious injury crashes

Vision

- Current strategy does not have a vision – relies on headline targets
- *See you there….Safe As!* consultation identified this as a weakness:
  - Targets alone can create a misperception that a given level of serious road trauma is ok
  - There's no clear statement of what we're ultimately aiming to achieve
- Proposed vision: "A safe road system that is increasingly free of death and serious injury"

Vision

- This vision is proposed because it:
  - Acknowledges that while road crashes can't be prevented – ones resulting in death and serious injury ultimately can be
  - Can help shake complacency and tolerance of serious road trauma
  - Can help focus our collective efforts to reduce serious road trauma
- Creates a goal for road safety that's common place in aviation, rail and shipping
- But for road it may be a longer term goal and the 2020 strategy will only be one step towards achieving the vision

Safety System approach

- What approach we will take to progress the vision over 2010-2020?
- We propose adopting the “Safe System” approach - prevent death and serious injury within the road environment by progressively achieving:
  - Safer road and roadsides
  - Safer speeds
  - Safer vehicles
  - Safer road use

Safe system approach

- Supports the vision by creating a road environment that reduces the likelihood of crashes resulting in death and serious injury
- Traditionally because human error contributes to nearly every crash, road safety policy has been focused on “fixing the driver”. However, many crashes happen when ordinary people make mistakes
- “Safe System” recognises this and focuses action on all the components of the road environment that have an impact on safety
- It seeks to stop the everyday mistakes of road users from turning into tragedies

High Concern	**Alcohol /drugs**	**Young drivers**	**Road engineering**	**Speed**	**Motorcyclists**
Medium Concern	**Fatigue**	**Distraction**	**Walking and cycling**	**Heavy vehicles**	**Light vehicles**
Areas for continued focus	**Restraints**	**High risk drivers**			

Possible other areas further analysis

Children, Older road users, Workplace vehicles

Criteria for areas of concern

- Currently a factor in a large number of crashes
- Offers significant potential to unlock major safety gains
- Progress has been insufficient
- A significant change in policy direction is required to make a sustained reduction in road trauma
- Leading road safety countries have made this issue a priority

Reducing the incidence of alcohol/drug impaired driving

- One of the largest contributors to serious road trauma – 30% of fatal crashes and 19% of serious injury crashes in 2007
- We made good progress over 1990–2000 in reducing the contribution of alcohol/drug impaired driving to serious road trauma but since then no progress has been made
- This is despite an increase in enforcement

Young Drivers

- Involved in 34 percent of fatal crashes and 38 percent of serious injury crashes
- Limited progress made over the period 2000-2007 to improve the safety of young drivers
- The experience of other countries is that safety gains can be realised by introducing specific initiatives

Safer roads and roadsides

- Engineering treatments are a proven and cost effective way of improving road safety
- Roads improvements reduced deaths by up to 15%
- Treatments can be by ensuring new roads have a high level of built in safety and/or by a focus on high risk areas.
- This is significant potential to improve safer roads and roadsides

Safer Speeds

- Too fast for conditions contributes to 32 percent of fatal crashes and 20 percent of serious injury crashes
- Speed survey shown almost half drivers exceed urban speed limits
- Poor link posted speed limits and nature of roads
- We need to continue to engineer roads and set appropriate speed limits but
- Biggest challenge remains to change the culture of excessive speed

Motorcycling

- Motorcycling 10% of road deaths in 2007
- Motorcycling fatal and serious injuries have increased faster than motorcycle registrations
- Since 2001 over 80% ACC's rise in road claims is motorcyclists

Medium areas of concern

- Cars – large potential safety gains with new technologies
- Fatigue- 12 percent of fatal crashes. Much larger focus in overseas strategies
- Distraction – 7 percent of fatal crashes. Very low awareness of issue and limited management by drivers
- Walking and cycling – 30% of roads deaths in urban areas
- Heavy vehicles – over represented in crashes because of physical size. Growing issue.