



Sam Cockfield

Head of Road Safety'

Transport Accident Commission

Victoria, Australia



Victoria - Australia

Population: 6.15 million

TAC (Transport Accident Commission)

Role: to reduce road trauma and look after those who have been injured



/ Today – Lead Road Safety Agency Role & Responsibilities

In a road safety partnership, which organisation should be the lead agency?

- Health Department
- Police
- Transport Department or Roads Agency
- Injury Insurer?

There is no right answer but it's important that there is one!

Key role of lead agency

Gather and analyse crash & injury data /statistics

- to understand your road safety problems
- to monitor and evaluate

Develop a strategy & supporting actions (interventions)

- set a target (death and/or serious injuries)
- develop a plan to address your road safety problems
- develop key actions (there scope & cost), outline who will deliver, what are your KPIs and evaluate.

/ Key role of lead agency

Coordination

- of road safety agencies
- of road safety actions
- reporting and KPIs
- key messages/ promotion

/ Example - Victorian Road Safety Partnership

Ministerial Council for Road Safety



Road Safety Executive Group



Road Safety Leadership Group



Working groups (Communications, Policy Development, Data etc)

Important for coordination, avoid duplication, integration of safe system



VICTORIA POLICE



Justice and Regulation



Towards Zero – Victoria's Road Safety Strategy

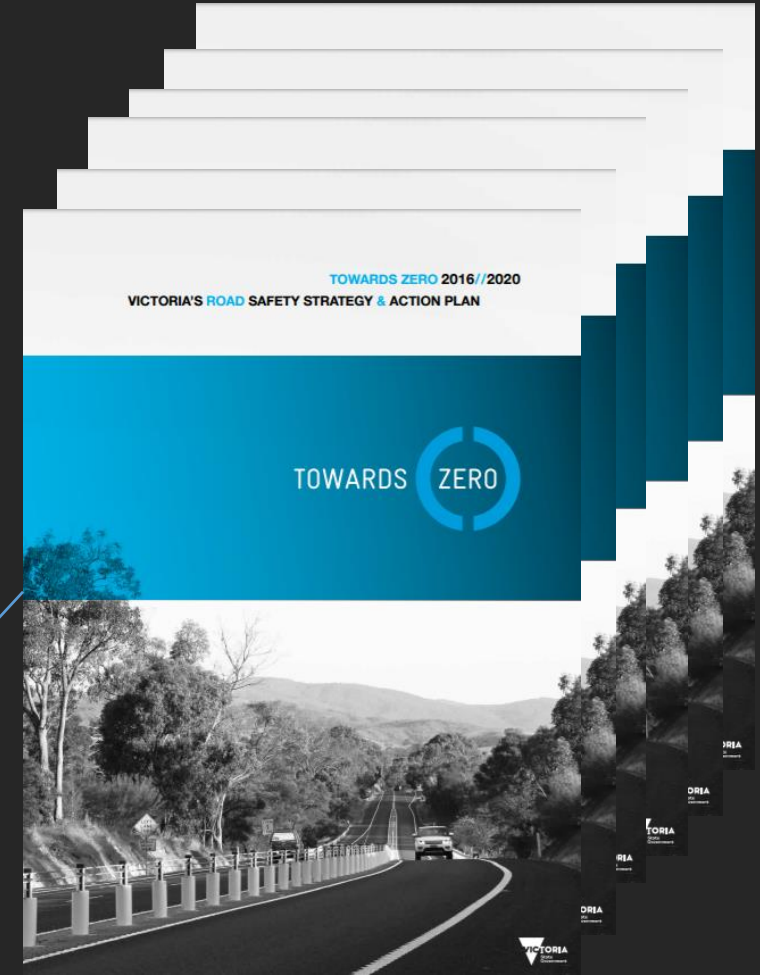


National Road Safety Strategy



TRANSPORT AND INFRASTRUCTURE COUNCIL

NATIONAL ROAD SAFETY ACTION PLAN 2018–2020







<https://www.towardszero.vic.gov.au/what-is-towards-zero/road-safety-action-plan>

/ Our Approach to Developing Towards Zero Strategy

Embracing the Safe System and Vision Zero Approach

- Health and well-being is paramount
but...
- we make mistakes,
and...
- we have injury tolerances to external forces
so...
- we need to develop a system to accommodate our
mistakes.

Towards Zero – Embracing Evidence

Crash Type		Impact speed
	head on	70 km/h
	side-impact	50 km/h
	side impact with tree	30 km/h
	pedestrian	30 km/h

Embracing the Safe System – Australia's version



/ Developing the strategy - steps

- **Quantitative and qualitative data and research**
- **Setting targets (fatal and serious injuries)**
- **Subject matter expertise - evidence based actions**
- **Stakeholder and community engagement**
- **Measuring progress actions and road trauma**

Targets

- 200 fatalities by 2020
- 15% reduction in serious injury

Towards Zero is achieved through a strategic approach

- Government leadership
- Road Safety Partnership
- Community ownership
- Infrastructure investment
- Behaviour change investment



Poll Question 2

What do you think is most important to the success of road safety in your jurisdiction:

- political will?
- reasonable funding?
- good road safety expertise/technical knowledge?
- a good partnership between the key road safety agencies?



Developing our evidence base

What is the road safety problem?

Where trauma is occurring...

HIGH SPEED ROADS

38% of deaths
19% of MAIS3+



* midblock crashes on rural roads, 100+

URBAN ARTERIALS

19% of deaths
24% of MAIS3+



* midblock crashes on DoT roads in urban areas

LOCAL STREETS

10% of deaths
14% of MAIS3+



* midblock crashes on LGA roads, 10-60km/h

MID-SPEED ROADS

8% of deaths
6% of MAIS3+



* midblock crashes, not urban, undivided 70-90km/h roads



INTERSECTIONS





23% of deaths
34% of MAIS3+



















* crashes at intersections

Behavioural challenges...

SPEEDING² 30% of deaths 35% of MAIS3+   <small>* as per police opinion and ECIS</small>	DRUG DRIVING 30% of deaths 9-15% of MAIS3+   <small>* based on VIFM, TIS and ECIS</small>	DRINK DRIVING 16% of deaths 9-15% of MAIS3+   <small>* based on VIFM, TIS and ECIS</small>
--	---	--

FATIGUE 11% of deaths 4-26% of MAIS3+   <small>* as per police opinion and ECIS</small>	DISTRACTION 11% of deaths 5%+ of MAIS3+   <small>* as per police opinion</small>
---	---

Exposing system vulnerabilities...

<p>OLDER VEHICLES 58% of deaths 55% of MAIS3+</p>   <p>* involves >10 year old vehicle(s)</p>	<p>LIGHT COMMERCIALS 22% of deaths 18% of MAIS3+</p>   <p>* involves utes, vans and trucks <4.5t with commercial insurance class</p>	<p>YOUNG DRIVERS 22% of deaths 25% of MAIS3+</p>   <p>* involves driver(s) 18-25 years</p>	<p>OLDER DRIVERS 22% of deaths 20% of MAIS3+</p>   <p>* involves driver(s) 65 years +</p>
<p>HEAVY VEHICLES 17% of deaths 6% of MAIS3+</p>   <p>* involves vehicles over 4.5t</p>	<p>MOTORCYCLISTS 16% of deaths 20% of MAIS3+</p>  	<p>PEDESTRIANS 14% of deaths 12% of MAIS3+</p>  	<p>CYCLISTS¹ 3% of deaths 6% of MAIS3+</p>  

High speed rural roads (inc intersections)

1 Some roads pose greater risks

121

44%

deaths

of our road toll

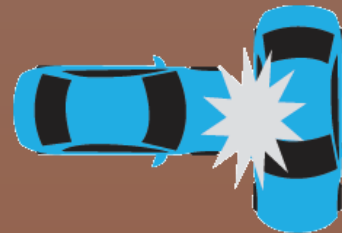
1036

20%

serious injuries

(12% on low volume roads)

Running off the road is the most common scenario, followed by head on collisions and crashes at intersections



Death and serious injuries figures based on 4 year average (2010 – 2013)

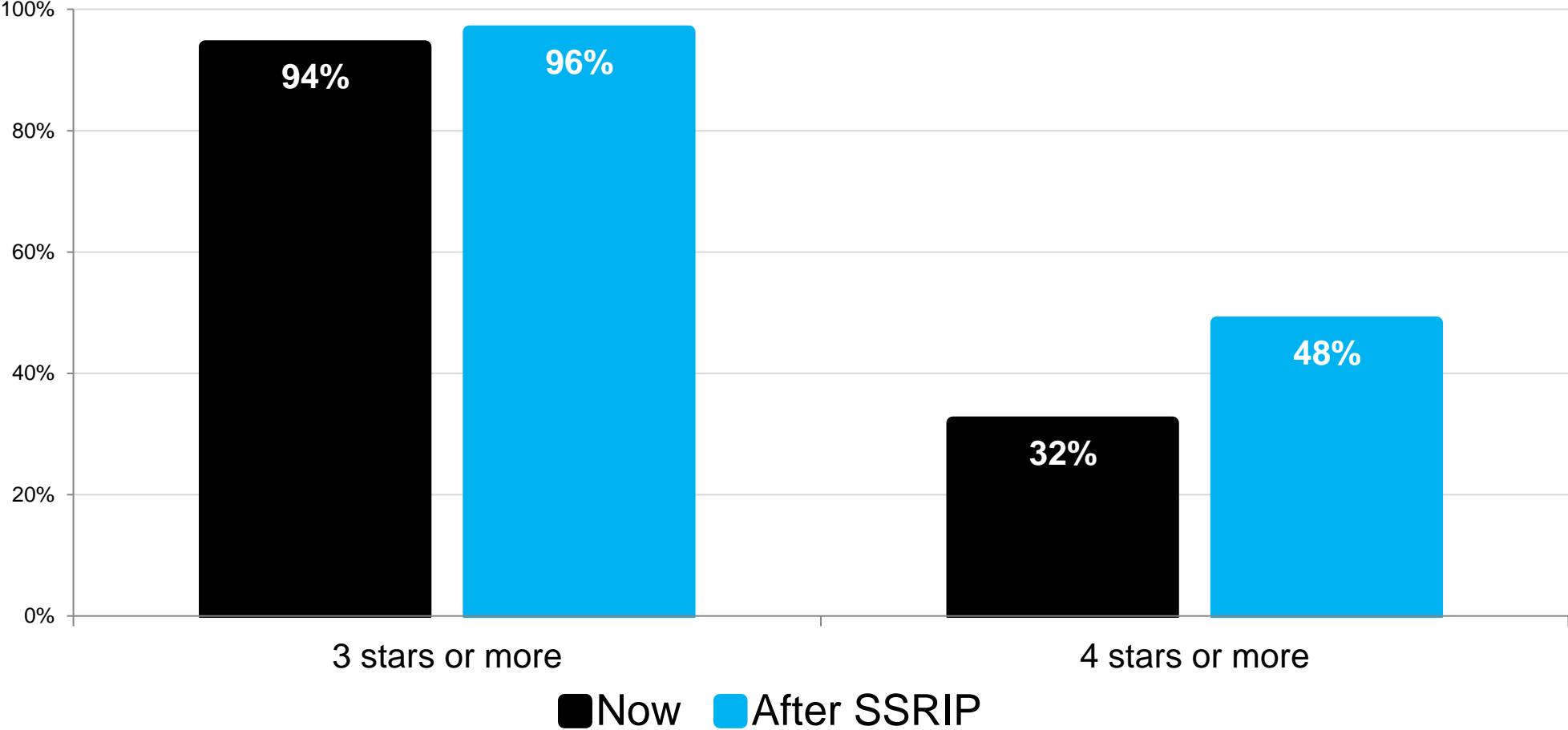
High-Speed Rural Roads Safety Package



- Phase 1 Funding
- Flexible barriers (~230 km divided and 100 km undivided roads)
- Tactile line markings (~2,200 km)
- Safer speeds on low volume roads, on a case by case basis (~860 km arterial & ~16% council roads)
- Motorcycle friendly barriers on high risk routes
- Safety cameras

TAC \$1 billion Safe System Road Infrastructure Program Investment

Stars on roads (iRAP) - travel on the Victorian National Network



Support Activities



About TAC Campaigns

<https://www.tac.vic.gov.au/road-safety/tac-campaigns/tac-latest-campaigns>



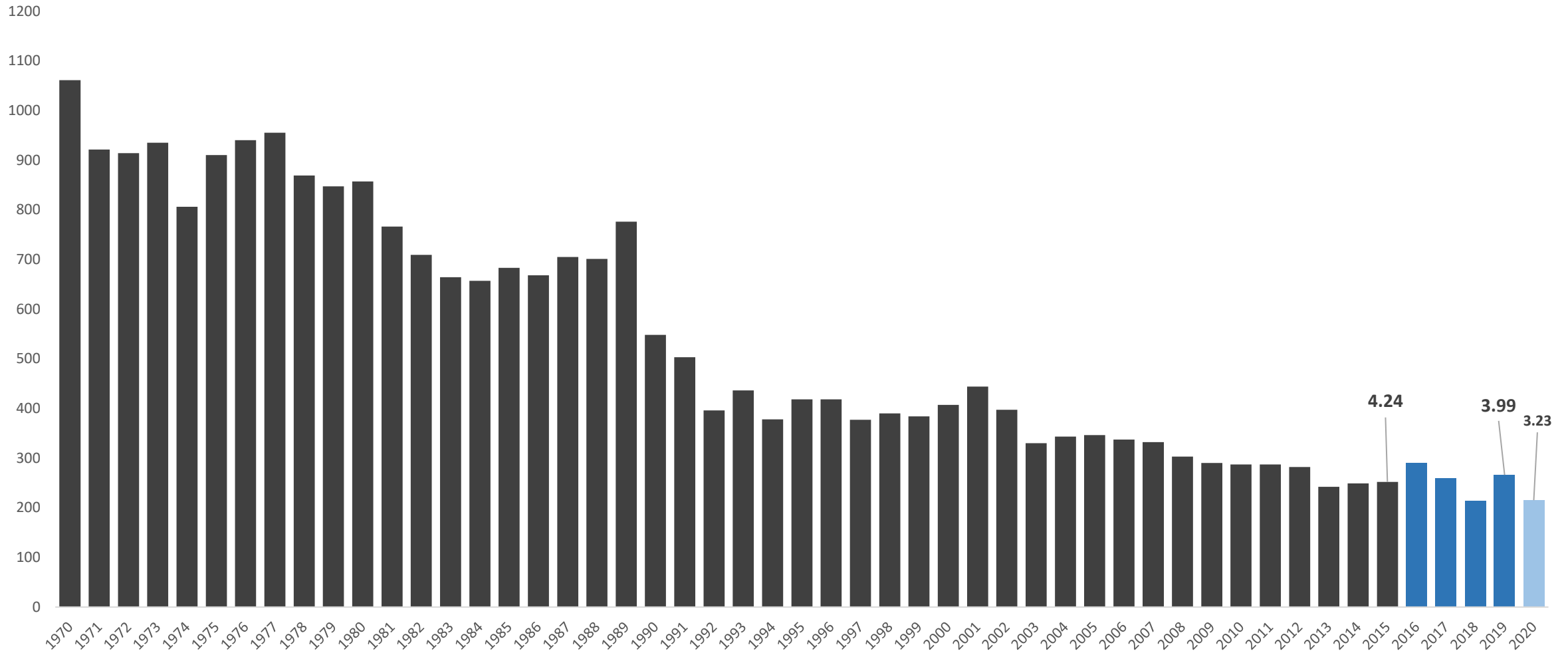
A Shared Journey

Strong community support for more road safety action

- 2,504 people voluntarily completed the on-line survey form
- 288 people recruited from a representative TAC research pool completed the same feedback form
- 500 people attended forums

The Outcomes to Date

Road deaths 1970 - 2020



Taking the lead - what do we need to do

Lead agency

Confirm the agency and responsibilities. Does the agency have:

- good road safety expertise
- support of government
- access to data
- access to funding?

Does the lead agency have good relationships with other road safety agencies? If not, this is the 1st action

- form a partnership (formal/ informal) with the aim of developing a joint strategy or plan

Taking the lead - what do we need to do (2)

Lead agency – leading Strategy development strategy as Partnership

Form committees to oversee the development

- **Steering committee** (Executive Level) to oversee Strategy development including target setting. Lead Agency to Chair
- **Data and Insights committee** – to gather and analyse data, develop a report and provide to steering committee, help monitor and evaluate
- **Strategy and Actions Development Committee** – subject matter experts to develop strategic approach and supporting actions
- **Communications Committee** – communicate strategy, actions and outcomes to the community

Taking the lead - what do we need to do (3)

- **Data and Insights committee**
 - What can you access – police, hospital, ambulance, insurance?
 - Can you link the data to form a comprehensive data set?
 - Who can analyse the data – lead agency, other agency? University?
 - What other information do you have – market research, environmental scan/emerging issues
 - Develop a report – summarizing your jurisdictions key road safety problems.
 - Socialise the report with **Strategy and Actions Development Committee** before presenting to the **Steering committee**

Taking the lead - what do we need to do (4)

Steering committee

- Approve the data and insights report and
- Set the fatal and serious injury reduction targets

Strategy and Actions Development Committee

- Draft a strategy and action plan to meet the targets
- Action plan – use best evidence base available, involving experts from key areas eg infrastructure, behavioural change experts, vehicle safety experts – to develop initiatives.
- Present plan to the **Steering committee** for its consideration
- Once Strategy and Action plan is approved, work with Data and Insights Committee to develop KPIs, monitoring and evaluation framework.

Taking the lead - what do we need to do (5)

Communication Committee

Develop plans to communicate the new Strategy and Action Plan

- Internal communications - for each partner agency
- Stakeholder Groups – have they been engaged during the Strategy development and pre-briefed before launch eg motorcyclists, automobile association, cycling groups
- Materials available – website, social media campaign, Strategy documents
- Community communications – Ministerial media launch
- Plan to promote actions and outcomes eg progress towards targets

Taking the lead - what do we need to do (6)

Lead Agency – co-ordination role

- Provide the secretariat for all committees
- Set up Governance (eg Terms of Reference for Committees)
- Liaise with Minister (s) and other Road Safety Committees
- Ensure knowledge and information transfer between Committees and agencies
- Develop funding bids
- Develop reports for monitoring of KPI and delivery of actions



**IT ALWAYS SEEMS IMPOSSIBLE
UNTIL IT'S DONE.**



Thank You & Questions

A blue utility vehicle with a roof rack and emergency lights is driving on a road. The road is lined with a series of concrete bollards. The background shows a green hillside and trees.

Contact details: Samantha_Cockfield@tac.vic.gov.au