

## EXECUTIVE SUMMARY

The draft South Australian Road Safety Strategy 2020 – Towards Zero Together was released for public consultation on 12 May 2011 for a four week period concluding on 10 June 2011. The Department for Transport, Energy and Infrastructure (DTEI) collated 170 responses received during the draft strategy feedback process.

Within the broad road safety strategies of A New Approach, Safer Roads, Safer Speeds, Safer Vehicles and Safer People, the responses received ranged around numerous specific facets or issues. It was possible in the vast majority of cases to identify clusters of comments to provide insight into the most prevalent themes evident in the responses.

### A New Approach

There was strong support for the safe system approach, with the majority of comments stating that the safe system encapsulates the full range of road safety issues, or that a new approach to road safety is required.

Other comments urged that more attention should be given in the new approach to road safety indicators other than fatality and injury numbers. There were also calls for greater recognition of alternative transport modes and their relationship to road safety, valuing small scale road safety initiatives alongside broad-based ones, dedicating all speeding fine revenue to fund road safety measures, establishing road safety partnerships between key stakeholders, and closer participation by the community in the safe system.

### Safer Roads

Almost all of the comments on Safer Roads were supportive of this principle and called for greater funding and more strategic investment in road infrastructure. There was also a call for greater consideration of the neighbourhood and road infrastructure needs of vulnerable road users such as pedestrians, cyclists and older people who utilise mobility scooters.

### Safer Speeds

Overall, responses on Safer Speeds were mixed, depending on the speed topic. There was frequent support for having stronger speed enforcement generally, typified by calls for greater police presence and targeted practices, as well as tougher penalties. For example, supporters of speed cameras wanted more cameras, both in fixed and point to point contexts, as well as greater promotion of why and how they are deployed, and that the media should desist from

portraying speed cameras as revenue raisers. Objectors to speed cameras said they were for revenue raising or that there is no proof they save lives. Other respondents called for greater public consultation on speed-related initiatives.

Of those supporting reduced speed limits, many wanted to see greater consistency in their implementation, with fewer changes from zone to zone. Others called for lower speed limits on arterial roads and local areas, or for particular vehicles or classes of driver, or for retaining the current speed limits on roads. Those objecting to reduced limits wrote that driving more slowly increases driver fatigue, or that because journeys would take longer drivers have more opportunities for crashing. Some rural respondents opposed the possibility of widespread reductions in country speed limits as well as any suggestions of lower speed limits for heavy vehicles.

### Safer Vehicles

The vast majority of comments on Safer Vehicles were supportive. Comments focussed on calling for general improvements in vehicle safety, along with continued support and promotion of new and used vehicle crash testing programs and pedestrian safety ratings. In addition, several comments expressed concern with unroadworthy and noisy vehicles.

### Safer People

There was universal support for the broad strategy of Safer People, with several clusters of comments on more specific topics. There was a mixture of opinion about the notion of raising the driver licence age, but improved driver training was a popular response. There were also many calls for a greater police presence on roads to increase the chances of detection, as well as tougher penalties.

Many Safer People responses were clustered around specific road user groups, calling for improved safety for cyclists, pedestrians and motorcyclists. There were also calls for improvements in school road safety education and public education campaigns.

The other comments area attracted several responses praising the draft strategy as a “*step in the right direction*”. However, there was also some constructive feedback about topics considered to be not covered in the strategy, or not covered sufficiently, such as improving public transport to reduce car usage and improve road safety, community capacity to work on road safety, need for an overarching discussion of pedestrians and pedestrian safety, older road users including mobility scooter users and the role of local government.

# PUBLIC CONSULTATION OUTCOMES

---

## BACKGROUND

The draft South Australian Road Safety Strategy 2020 – Towards Zero Together was jointly released for public consultation by the Minister for Road Safety, Hon Tom Kenyon MP, Sir Eric Neal, Chair of the Road Safety Advisory Council (RSAC), on 12 May 2011. The consultation period concluded on 10 June 2011.

The draft strategy was developed and endorsed by RSAC. Under its terms of reference, RSAC is required to recommend to the Minister for Road Safety a South Australian Road Safety Strategy and is required to release the South Australian Road Safety Strategy 2020 this year.

There were a number of inputs to the draft strategy, including the development of the National Road Safety Strategy 2011-2020, recommendations from Professor Fred Wegman, Adelaide Thinker in Residence, as well as from stakeholder workshops and community forums held across the State during 2010.

A variety of communications were used to promote public participation in the draft strategy feedback process, as detailed below:

- The draft strategy was available from the website [www.dtei.sa.gov.au/roadsafety](http://www.dtei.sa.gov.au/roadsafety), which also provided video clips of Sir Eric Neal explaining the strategy and encouraging feedback.
- The media attended a press announcement by Minister Kenyon and Sir Eric on 12 May 2011 in Victoria Square, where 1327 fatality markers were temporarily erected as a memorial to road trauma victims over the last decade. Minister Kenyon and Sir Eric were available for media interviews throughout the consultation period.
- Sir Eric also invited key road safety stakeholders to attend a briefing session on the draft strategy on 19 May 2011.
- Public notices were placed in major metropolitan and regional newspapers to raise general public awareness of the opportunity to comment on the draft strategy.
- Advertising banners on Government and RSAC member websites were used to help raise awareness of the draft strategy and to direct readers to the website.
- Government social media sites (e.g. Facebook) were used to further raise awareness of the availability of the strategy and associated videoclips.
- Emails were also sent directly to key stakeholder organisations and groups, including local government, Members of Parliament and those who registered attendance at the Road Safety Community Engagement public forums held in September 2010.

## PUBLIC CONSULTATION PROCESS

The public consultation process was essentially an online feedback facility, allowing the public to enter and submit responses to six key questions that were indicative of the draft strategy's structure and sequence (the six questions are set out in full in Appendix 1).

170 submissions were received, predominantly through the online feedback form, but also emails and formal hard copy written submissions:

Stakeholder submissions (13)

- SA Transport Group, Institute of Engineers Australia (SATG)
- Council on the Ageing Seniors Voice (COTA)
- Centre for Automotive Safety Research (CASR)
- Adelaide Bicycle User Group (ABUG)
- Motor Trade Association (MTA)
- SA Farmers Federation (SAFF)
- Adelaide Hills Youth Advisory Committee (Adelaide Hills Council) (AHYAC)
- Heart Foundation
- Youth Affairs Council of SA (YACSA)
- Walking SA
- Royal Automobile Association (RAA)
- Local Government Association of South Australia (LGA)
- Metropolitan Fire Service (MFS)



Community Road Safety Groups (CRSG) (2)

- Adelaide Hills CRSG
- South East Regional Road Safety Group (SERRSG)

Local government (4)

- City of Marion
- Kingston District Council
- District Council of Grant
- South East Local Government Association Inc (SELGA)

Members of Parliament (1)

- Dr Bob Such MP

Written submissions (65)

- These included submissions from members of the public and letters sent to Minister Kenyon.

Online submissions (85)

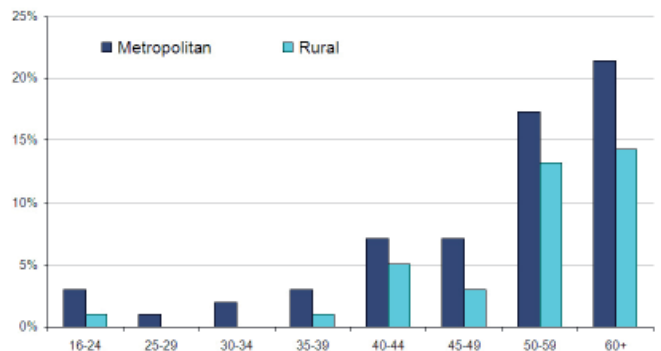
- The web based feedback form asked for responses to each of the sections in the draft strategy: A New Approach, Safer Roads, Safer Speeds, Safer Vehicles and Safer People, plus other comments.

## RESPONDENT AGE AND LOCATION

There were 98 submissions from members of the public (both online and written) that indicated the respondent’s age and postcode. It can be seen in Chart 1 that approximately 70% of this feedback was provided by people aged over 50 years, with the majority living in the Adelaide metropolitan area.

While the public’s responses largely reflect the views of the 50 plus age group, it should be noted that the draft strategy promotion strategies included the use of media formats that appeal to younger age groups such as the use of Facebook and the Mylicence website, the latter of which is geared to young drivers and their families. Moreover, submissions were received from two stakeholder groups representative of youth interests: AHYAC and YACSA. YACSA’s work relates to all youth of ages up to 25.

Chart 1 – Respondent age and location

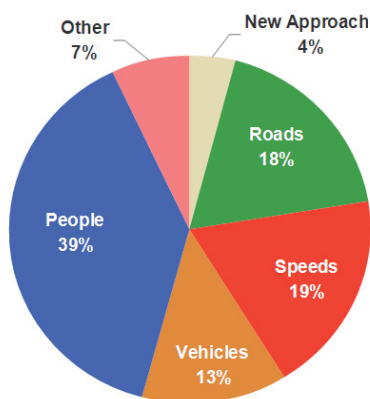


Further analysis of the location data shows the proportion of respondents by region. Outside of the metropolitan area, responses were predominantly from the Fleurieu and Yorke & Mid North areas, with remaining responses fairly uniformly spread across the rest of the State.

Each individual comment was summarised under one of the general headings of the draft strategy: A New Approach, Safer Roads, Safer Speeds, Safer Vehicles, Safer People, and an other comments category for any other specific comments, broad or general comments, and comments about the document as a whole.

There were over 1,250 comments in total with approximately 40% concerning Safer People (changing road user behaviour). For Safer Roads, Speeds, and Vehicles, there were roughly similar proportions of comments as indicated in Chart 2.

Chart 2 – Comments/responses to sections in the draft strategy



Within each of these broad areas, the responses included both supportive and unsupportive comments, as well as matters the respondents considered relevant but not addressed in the draft strategy. The vast majority of public comments tended to be recommended road safety actions, rather than strategic level feedback, and the stakeholder comments were predominantly of a strategic nature.

It was possible in the vast majority of cases to identify clusters of comments relevant to specific concepts and values, such as in relation to speed camera deployment, or the Towards Zero direction. While not seeking to address every single comment, the following analysis affords insight into the most prevalent themes evident in the collated responses, giving fuller attention to commonly referred to responses submitted by individual members of the public or road safety stakeholders.

## A NEW APPROACH

There was widespread support for the safe system approach to road safety. Most of these comments stated that the safe system encapsulates, holistically, the full range of road safety issues, or that a new approach to road safety is required. The most prevalent negative comments from individual respondents questioned the safe system approach as being unrealistic or that the safe system is seen as a slogan, road safety jargon or political spin. SATG wrote:

*“Overall, the SATG commends the draft strategy and its broad approach for its realisation. It states the case for a more focussed effort by everyone in government and the community to work together towards a zero fatality vision.”*

In its submission, the RAA supported the notion of working towards zero together but considered the target reduction of 30% insufficient and proposed an increased target reduction of 50% in road fatalities and serious injuries.

Other comments urged that more attention should be given in the new approach to road safety indicators other than fatality and injury numbers, for example crash numbers, offence data or restraint non-wearing rates. There were also calls for dedicating all speeding fine revenue to fund road safety measures, the need to be cost-effective, establishing road safety partnerships between key stakeholders, and closer participation by the community in the safe system. Walking SA considers that the four Safer Speeds, Roads, Vehicle and People components of the safe system, when treated separately as occurs in the draft strategy, imply that:

*“...the present level of motorised transport is inevitable, desirable and sustainable, whereas most informed people would question this. By reducing society’s dependence on the car, we would automatically reduce the road toll.”*

The Heart Foundation proposed a different paradigm of thinking in transport policy that emphasises vulnerable road users as the prime consideration and hence:

*“...defines transport to mean ‘walking, cycling, public transport and the motor vehicle’. This new definition, standardised across industry and all spheres of government, should prioritise ‘users’ by classifying them in descending order of importance — pedestrian, cyclist, public transport users and finally motor vehicle user.”*

The submission from CASR drew attention to the importance of gaining community acceptance:

*“The success of the strategy will depend on community acceptance of the required measures particularly lower speeds, more restrictions on younger drivers and greater dependence on vehicle technology. As part of getting this acceptance the strategy needs to be stronger in selling the concepts of Vision Zero and a safe system.”*



## SAFER ROADS

Almost all of the comments received relating to strategies for safer roads were supportive of safer roads and called for greater funding and investment in road infrastructure.

Specific improvements commonly mentioned across all comments included:

- Removing roadside hazards, including removing trees and planting shrubs.
- Giving major signalised intersections right turn phases at all times of day.
- Installing dual carriageways on all major highways.
- More/better separation of pedestrians and cyclists from motor vehicles, especially at intersections and near areas such as shops and schools.
- More overtaking lanes.

The relatively few comments against safer roads tended to express a view that making roads safer stops drivers from taking more responsibility for their own safety or that safer roads may lead to driving at higher speeds.

The functional hierarchy concept was supported by the Heart Foundation and CASR noted that:

*“Although a functional hierarchy of roads is useful for prioritising investment and long term urban planning, it must be recognised that most roads in and around Adelaide have multiple functions. Even on designated freight roads there is very little access control, and large and small vehicles share space with each other and with vulnerable road users. All roads therefore need to be managed with the safety of the road users taking priority over mobility considerations.”*

Walking SA made a similar comment, but in relation to the safety of cyclists and pedestrians, stressing once more that these two user groups have different safety needs.

In its submission, the RAA recommended the establishment of an Australian Road Assessment Program (AusRAP) Steering Committee in South Australia, with membership to include DTEI and RAA, to facilitate a more collaborative approach to achieving safer roads. The RAA also urged the State Government to proactively increase investment in preventative treatments for high-risk sections of the road network. Walking SA also mentioned AusRAP but said that, unlike its European counterpart, European Road Assessment Program (EuroRAP), does not separate out the needs of pedestrians and cyclists.

Other strategic level responses came from SATG:

*“Reconsider the current blackspot and road safety program criteria by using road safety audit findings as a more pro-active intervention mechanism for project justification.”*

*“Introduce intelligent transport system (ITS) on all new road projects and retrospectively on existing roads, particularly at high risk locations.”*

Also in this vein, the MTA wrote that the Government must:

*“...consider investment in those areas where there are the highest volumes of traffic and those roads which will be subject to increasing traffic due to changes in the urban spread of South Australia.”*

Some other responses suggested:

- A need to better plan freight routes (including greater use of rail).
- Local councils should become more accountable for their roads.
- Consider more the needs of pedestrians, including mobility scooter users, when designing roads and road systems.



---

COTA also expressed that there should be greater consideration of the neighbourhood and road infrastructure needs of older people who utilise mobility scooters. Walking SA would like to see pedestrian impact assessments conducted for all road infrastructure projects, citing an example whereby installation of roadside guard rails effectively removed pedestrian access, forcing pedestrians to cross a busy road bend to use the footpath on the other side.

Other specific road infrastructure items sought included:

- more/better rest areas on rural roads
- more shoulder sealing with audio-tactile road edge lining
- better road signage generally
- the introduction of intelligent message systems between roadsides and vehicles
- more overpasses
- reducing the number of side streets connected to arterial roads
- more safety rails on bends and on road centre lines.

## SAFER SPEEDS

Overall, responses on safer speeds were mixed as to whether the safe speed strategies were supported or not, although this balance was varied for various speed-related topics. There was frequent support for having stronger speed enforcement generally, typified by calls for greater police presence and targeted practices, as well as tougher penalties. Most objectors to speed cameras said they were for revenue raising or that there is no proof they save lives.

Supporters of speed cameras wanted more cameras, both in fixed and point to point contexts, as well as greater promotion of why and how they are deployed, and that the media should desist from portraying speed cameras as revenue raisers. SATG, in its submission, commended the proposed increased deployment of speed/red light cameras. The MTA wrote that the strategy must be cautious in its push to increase compliance with speed limits, and added that annual audits of the placement of speed cameras against black spot crash locations should be conducted and released to the public, including statistics on the impact that those cameras have on road safety.

The MTA also wrote it welcomes cautiously the recommendation for a point to point speed enforcement system. It believes the system should be initially introduced as a data gathering tool, as well as a fatigue deterrent system, and then include speed compliance and associated fines in consultation with those road users most affected as well as relevant industry bodies such as the MTA.

YACSA, LGA and Walking SA, in their submissions, also called for greater public consultation, such as on speed-related initiatives.

On the topic of speed limits, of those supporting reduced speed limits, many wanted to see greater consistency in their implementation, with fewer changes from zone to zone (e.g. SAFF). Others (e.g. ABUG) simply called for lower speed limits on arterial roads and local areas (50km/h and 40km/h respectively), or for particular vehicles or classes of driver. Some responses called for maintenance of the status quo, for example the RAA stated its support for the current urban and rural default limits of 50km/h and 100km/h respectively, but that it does not accept blanket reductions in speed limits as a long term strategy on the State's major road networks.

Those objecting to reduced limits often justified their stances by reference to their beliefs that driving more slowly increases driver fatigue, or that because journeys would take longer drivers have more opportunities for crashing. SAFF expressed concern, and Kingston District Council opposition, at the possibility of widespread reductions in country speed limits, and concern about suggestions of lower speed limits for heavy vehicles.

The submission from CASR categorically endorsed reductions in travelling speeds as the most effective and efficient means to improve road safety. CASR expanded on this point by offering a different approach to securing greater community support for curbing speeding behaviour:

*“We suggest emphasising that wide support from ordinary drivers is important to the effectiveness of the safer speeds concept. Considered at the level of an individual journey, the road system is extremely safe. Drivers should be commended for saving many lives per year by sticking to the speed limit. Individually, they notice no difference in outcomes as most people reach their destinations safely whether they obey the speed limit or not. The benefit is noticed at the community*



*level, with 100 fewer lives lost per year than 20 years ago. It is not possible for drivers to detect the change of risk associated with a small reduction in mean speed but the risk reduction could result in significantly fewer injuries and deaths.”*

Other speed-related topics included signage, promotion of safer speeds and the use of new technologies. Some respondents called for more speed limit signs to be installed and to be more strategically placed. There was also support for strengthened promotion of the critical nature of speeding. Some support was expressed for using new technology to increase speed limit compliance and to restrict the behaviour of recidivist speeders. YACSA, however, urged that compulsory fitting of speed limiting technology should be reserved for recidivists, and not applied to specific driver groups such as young drivers.

As mentioned, one strong theme evident across the collective safer speed responses was the reliance on intuitive thinking rather than evidence or research to justify expressed opposition to the broad notion of achieving safer speeds, with statements including:

*“Speeding doesn’t kill, only having to stop suddenly or slow down.”*

*“Putting bends in roads is more effective than reducing limits.”*

*“Drivers need to be trained to drive faster so speed limits needn’t be lowered.”*

Walking SA in its submission called on the Government to *“actively work to counter common publically-held myths”* about road safety, giving the example that many people don’t appreciate that *“...most accidents are caused by ordinary people doing ordinary things...”*

The MTA wrote:

*“The Government must have all roads independently assessed and where there is any conjecture over a proposed speed limit, open the proposal for full and transparent public consultation. The option of reducing speed limits in response to road degradation is not acceptable.”*

## SAFER VEHICLES

The majority of comments in this area supported the broad strategy for safer vehicles. Many responses commonly expressed concern with unroadworthy and noisy vehicles, calling for general improvements in vehicle safety along with continued support and promotion of new and used vehicle crash testing programs and pedestrian safety ratings. The MTA wrote that it supports promoting the adoption of safe fleet buying policies and the promotion of new and used vehicle crash testing programs along with other national initiatives. The MTA recommended introducing mandatory vehicle inspections at change of ownership or annual vehicle roadworthiness inspections, plus greater detection of defective vehicles through increasing roadside inspections and inspection blitzes. Dr Bob Such MP also commented that he supports roadworthiness inspections on change of ownership.

Other specific safer vehicle suggestions made included:

- Mandating daytime running lights for all vehicles at all or selected times.
- Introducing smart technologies like intelligent speed adaptation (ISA) and collision avoidance as soon as possible.
- The need to consider cost impacts of new vehicle technology on low income earners (YACSA called for financial incentives for young people to buy newer cars).
- New vehicles should have alcohol and/or seatbelt interlocks fitted.
- Car manufacture should not include speed capability well in excess of the legal speed limit.
- There should be a national take up of anti-lock braking systems (ABS) on motorcycles.

The most prevalent of the unsupportive comments about safer vehicles were that making cars safer makes drivers more complacent about driving and dangerous situations, or that it makes drivers more prone to risk taking behaviour such as speeding. The MFS commented that some new vehicles were being made with high strength panels and support structures that present increased challenges when rescuing trapped vehicle occupants involved in crashes.

---

## SAFER PEOPLE

Across the feedback, there was universal support for the broad strategy of safer people, with several clusters of comments on more specific topics. One topic attracting much comment was novice drivers, particularly in relation to the notion of raising the minimum provisional driver licence age to 18, even though the notion of raising the age was not specifically canvassed in the draft strategy. There were similar proportions of comments supporting as there were opposing the notion. Those in favour were chiefly concerned about the road trauma statistics involving young people. Those opposing were predominantly young people concerned about barriers to employment, education, training and social activities. These responses generally considered that better road safety awareness and understanding of road safety crash consequences are more important directions. However, there was some general support for introducing passenger restrictions and night time driving restrictions for novice drivers, with almost no contrary views expressed.

Driver training was also a popular topic in terms of the volume of responses generated. As might be anticipated, most comments were calls for more training for all drivers of all ages, but other common responses were calls for:

- Improved quality of driver training for novice drivers.
- A thorough review of the driver training system (AHYAC and RAA).
- Subsidised driver training.
- All secondary schools to teach driving.
- A greater emphasis to be placed on practical driver training, including “advanced” driver training.
- Novice drivers to know more about vehicle maintenance.
- Regular road rule testing of drivers.
- More promotion of the dangers of fatigue and inattention.

Another safer people topic receiving much comment was enforcement, with the majority of responses calling for a greater police presence to increase the chances of detection. Included in this were calls to boost public reporting of drivers’ bad behaviour and increased use of unmarked police vehicles.

Associated with enforcement is the topic of penalties and again, as might be anticipated, calls for tougher penalties were common. These included suggestions to make greater use of the vehicle clamping and impoundment provisions and to toughen the penalties for repeat offenders. Some respondents wanted to see more rewards and incentives for safe driving.

In particular, on penalties, the MTA wrote:

*“The strategy to increase the penalties for speeding to better match the risk posed and comparability with drink driving is a little ambiguous and the MTA would like to see more details on this. The MTA agrees the current mix of fines, demerits and criminal penalties are not appropriate, and the MTA would call for a full review of the system.”*

Certain specific driving behaviours attracted comment, for example there were calls to require all drivers to have zero blood alcohol levels, for breath testing to be increased, for greater responsibility to be shown by pubs and clubs to patrons who drive, and for greater promotion/enforcement on driver fatigue matters and inattention, especially mobile phone use. There was also a few mentions of tailgating and following distances.

Many responses were clustered around specific road user groups. For example, there were calls to improve cyclist safety by mandating increased conspicuity of cyclists and increased enforcement of cyclists obeying road rules. ABUG called for increased installation of bike lanes in slip lanes, designated painted bike “box” areas at intersections and greater attention to cyclists’ needs in roundabout design. Other comments related to motorcyclists, such as banning motorcyclists from riding alongside other vehicles in the same lane and improving rider training. A few comments called for more education or testing of international drivers.

There were also diverse comments about better meeting the safety needs of pedestrians, including their conspicuity, walk times at signalised crossings, and the needs of mobility scooter users. The Heart Foundation, Walking SA and ABUG advocated a greater focus on transferring reliance on motorised transport to active travel modes such as walking





and cycling, a more uniform approach to lowered speed limits in areas of high pedestrian and cyclist use, and discouraging the fitting of bull bars where they are unnecessary.

Two final clusters of comments under safer people concerned school road safety education and public education. Most comments for the former either called for road safety education in schools or more of it. Some comments concerned how it should be delivered in schools, for example as a coordinated approach and integrated with other programs. Comments about public education mainly involved making greater use of the media and registration renewals to explain road rules, and more education of all drivers about sharing the road with motorcyclists, cyclists and pedestrians and about seatbelt wearing.

The use of “shock” approaches in road safety advertising was occasionally commented on. For example, YACSA wrote:

*“...young people exposed to advertising campaigns that invoke positive emotions, by engaging young people’s sense of humour and pride, have a much greater impact on those young people’s driving behaviour.”*

Dr Bob Such MP, in his submission, also advocated this direction in campaign approach.



---

## OTHER COMMENTS

This feedback section attracted several comments praising the draft strategy as a “*step in the right direction*”, along with expressions of hope that it will bring improvements to the road toll.

Other comments about the draft were quite diverse, such as:

- Too many motherhood statements, not enough real actions.
- The statistics should look at factors causing crashes rather than factors involved.
- The document is not relevant to those residing in remote areas.
- How can strengthening of stakeholder partnerships be measured?
- The strategy is not bold enough.

There were also many comments about topics considered to be not covered in the strategy, or not covered sufficiently, such as:

- Improving public transport to reduce car usage and improve road safety (including Walking SA and the Heart Foundation’s submissions).
- Attention to freight routes.
- Consistency of road rules.
- Community capacity to work on road safety, including the role of Community Road Safety Groups (especially noted by Adelaide Hills CRSG, SERRSG and SELGA).
- No overarching discussion of pedestrians and pedestrian safety.
- Older driver safety.

On older road users, COTA called for more effective public and community transport systems that cater for older people, especially in rural areas. It also wrote extensively about mobility scooter safety, expressing concern at the lack of consideration of mobility scooters in the draft strategy.

While the LGA wrote in support of the strategy, it suggested emphasising partnerships between state and local government and with the community, but also recognising that what local government can achieve will depend on the availability of resources. These comments were echoed in

the submission from Adelaide Hills CRSG. The District Council of Grant called for funding to appoint Road Safety Officers in all the State’s regional areas. CASR also indicated that the strategy should be sufficiently flexible to respond to road use changes during the strategy’s life.



## APPENDIX 1 - FEEDBACK QUESTIONS

### 1. A New Approach

The safe system approach outlined in the section “Why This New Approach”, acknowledges that humans can all make mistakes. When this occurs, all elements of the safe system – the behaviour of road users, roads and roadsides, speed limits and vehicles – combine to minimise harm to road users and give a better chance of survival. What are your thoughts about the new approach to road safety outlined in the strategy?

### 2. Safer Roads

Research shows that investment in road infrastructure can be highly effective in reducing trauma. Please provide your comments on the key strategies for achieving Safer Roads, which are:

- Integrate safety into all stages of urban/rural and transport/corridor planning processes.
- Form stronger partnerships between state and local government to apply safe system principles when improving the local road network.
- Target infrastructure safety investment with the most effective safe system treatments at locations with the highest volumes of crashes.

### 3. Safer Speeds

National, International and South Australian research has consistently shown that reductions in travel speeds save lives and injuries. Please provide your comments on the key strategies for Safer Speeds, which are:

- Align speed limits to the function, standard and use of the road and apply consistently across the State.
- Strengthen public information explaining the impact of speed and speed limits on crashes.
- Target speed limit reductions for roads according to crash rates and a functional road hierarchy.
- Increase the use of new technologies to boost speed limit compliance.
- Increase the penalties for speeding to better match the risk posed and comparability with drink driving.

### 4. Safer Vehicles

Improvements in vehicle safety are important contributors to reducing road trauma. Do you have any comments on the key strategies for achieving Safer Vehicles, which are:

- Promote adoption of safest vehicle fleet buying policies by public and private fleet owners.
- Continue to support and promote ANCAP and UCSR in cooperation with other national initiatives, including the promotion of pedestrian safety initiatives.
- Accelerate the introduction of a range of new vehicle technologies such as frontal collision avoidance and intelligent speed adaptation.

### 5. Safer People

Influencing the behaviour of road users is critical to prevent death and serious injury on our roads. Do you have any comments on the key strategies for achieving Safer People, which are:

- Enhance the Graduated Licensing Scheme to further protect young road users.
- Reduce the involvement of alcohol and drugs and non restraint use in crashes through increased enforcement measures integrated with public education campaigns, and supported by new technologies.
- Strengthen policing resources and deploy enforcement effort to areas of high crash risk.
- Align road safety education with safe system and best practice education principles.
- Empower communities to take action through the provision of better information about road safety problems and opportunities.

### 6. Please provide any other comments.



**Government  
of South Australia**

[sa.gov.au/towardszerotogether](http://sa.gov.au/towardszerotogether)  
October 2011

---