

TOWARDS ZERO TOGETHER, South Australia's Road Safety Strategy 2020 sets the direction for reducing serious casualty trauma by at least 30 percent during the decade.

TARGETS – less than 80 fatalities and less than 800 serious injuries by 2020

The priority actions and complementary measures that will be undertaken in 2011 and 2012 to help achieve these targets are outlined in this action plan.

FOCUS AREA	PRIORITY ACTIONS 2011 & 2012
Governance	<ul style="list-style-type: none"> > Establish a Ministerial Task Force led by the Premier and the Minister for Road Safety, to oversee the implementation of the strategy and action plan and to increase focus on road safety at the highest levels of Government. (Minister for Road Safety)
Safe and credible speeds	<ul style="list-style-type: none"> > Align speed limits to safe system principles and a functional road hierarchy by: <ul style="list-style-type: none"> - consistent application of the 100 km/h default speed limit on more rural roads (DTEI) - consistent application of the 50 km/h default speed limit on more urban roads (DTEI) - supporting a demonstration project of 80 km/h on unsealed rural roads. (DTEI, LG) > Develop safe system guidelines for setting speed zones in residential areas. (DTEI, LG) > Review speed offences and penalties to better reflect the risks. (DTEI, SAPOL) > Introduce an awareness campaign to increase community understanding of speed issues. (DTEI, MAC)
Planning	<ul style="list-style-type: none"> > Develop and publish a road classification and functional hierarchy for South Australian roads that reflects the 30 Year Plan for Greater Adelaide and supports safe management of the network (DTEI, DPLG), and <ul style="list-style-type: none"> - develop associated guidelines for setting speed limits; access and parking controls; clearways, bus bays, bicycle lanes. (DTEI)
Licensing and education	<ul style="list-style-type: none"> > Release a discussion paper and seek feedback on possible licensing changes for novice drivers including passenger and night-time driving restrictions and raising the minimum age for a provisional licence. (DTEI) > Release a stakeholder discussion paper on licensing changes for motorcycle riders. (DTEI) > Explore options for a motorcycle safety fund dedicated to motorcycling safety initiatives to address high and disproportionate risks. (DTEI) > Assess all school based road safety education programs against best practice principles. (DECS) > Examine opportunities for improving education support for young drivers including sponsorship programs. (DTEI)
Road user behaviour	<ul style="list-style-type: none"> > Focus enforcement on dangerous road user behaviours on high crash risk roads and road users who are known to be responsible for dangerous driving. (SAPOL)
Cycling	<ul style="list-style-type: none"> > Improve the safety of cycling networks by considering the needs of all cyclists, connecting existing cycling facilities and separate cyclists from motor vehicles where appropriate. (DTEI)
Technology	<ul style="list-style-type: none"> > Establish a Road Safety Technologies Forum to lead, coordinate and investigate feasibility trials of the following technologies: (RAA, MAC, CASR & DTEI) <ul style="list-style-type: none"> - dedicated short range communication systems - seatbelt interlocks - e-call technology for automated alert of emergency services to rural and remote crashes.

(DTEI) Department for Transport, Energy and Infrastructure, (LG) Local Government, (SAPOL) South Australia Police, (DPLG) Department of Planning and Local Government, (DECS) Department of Education and Children's Services, (RAA) Royal Automobile Association of South Australia, (MAC) Motor Accident Commission, (CASR) Centre for Automotive Safety Research.

COMPLEMENTARY MEASURES

These complementary measures will support and enhance the priority actions.

SAFER ROADS

- > Initiate a review of high crash risk intersections in the metropolitan area with a view to implementing measures that increase safety.
- > Demonstrate safe intersection approach treatments on high crash risk rural arterial roads.
- > Refocus the State Black Spot Program guidelines to ensure they are fully integrated with safe system principles.
- > Continue implementation of shoulder sealing and roadside and median wire rope barriers at high crash risk roads and locations.
- > Identify roads where cycle/shared paths can be better defined to achieve physical separation.
- > Continue to incorporate measures for cyclists/pedestrians in major infrastructure projects.

SAFER SPEEDS

Improve compliance by:

- > Installing average speed detection systems on major highways radiating out from Adelaide.
- > Installing two fixed safety cameras each year for four years at mid-block points on metropolitan arterial roads and at school pedestrian crossings.
- > Facilitating Intelligent Speed Adaptation (ISA) systems through the development of a state-wide digital speed limit map.

SAFER VEHICLES

- > Mandate 5 star Australasian New Car Assessment Program (ANCAP) safety rating for passenger vehicles, and 4 stars for light commercial vehicles in the State Government fleet.
- > Encourage fleet buyers and local government to purchase the safest vehicles in their respective class.
- > Increase the number of participating dealerships in South Australia's ANCAP Stars on Cars program.
- > Implement a SA minimum standard for vehicle frontal protection systems (bull bars).

SAFER PEOPLE

- > Increase detection of drink and drug driving offenders.
- > Continue to deploy and strengthen policing resources to high crash risk roads.
- > Enhance targeting of dangerous drivers and riders.
- > Increase enforcement of offences which contribute to driver distraction such as mobile phones, GPS and other navigation devices whilst driving.

- > Increase the use of technology, such as automated number plate recognition, in detecting high risk drivers and riders.
- > Develop targeted road safety campaigns integrated with enforcement operations that address compliance with speed limits, drinking and drug driving, restraints and driver distractions.
- > Evaluate road safety campaigns to ensure positive changes in awareness, attitudes and behaviour.
- > Establish a program to increase the numbers of Aboriginal people who obtain and retain a driver's licence.
- > Work with child restraint service experts to improve child restraint wearing in Aboriginal communities.

MANAGING FOR RESULTS

- > Analyse and report on what is required to achieve the road safety targets and reduce trauma.
- > Facilitate the development of model road safety action plan templates for local government.
- > Encourage the private sector to play a role in promoting road safety benefits.
- > Review and prioritise community education programs to target key road safety topics, including speed, restraints and fatigue.
- > Support continued funding of the Centre for Automotive Safety Research to undertake road safety research.
- > Continue to promote knowledge transfer programs that exchange information and build capacity for road safety activities.

