



SOMETHING ABOUT MAY.....

The month of May is the most dangerous time on our roads. This disturbing, and somewhat surprising finding emerged from a recent analysis of road fatalities in NSW.

A study by the RTA found that there were 287 persons killed during May over the five-year period, 1997 to 2001. With an average of 1.85 fatalities per day, the month of May recorded a daily fatality average 21% higher than the entire five-year period. Intriguingly, the May fatality rate was significantly higher than that for the traditional holiday travel danger months of December (1.72 fatalities per day) and January (1.65 fatalities per day). Yet, in contrast with the months of December and January, the month of May did not contain any long weekends or school holiday periods during the study period.

Closer examination of the fatality data showed that the involvement of speeding, alcohol, driver fatigue or restraint non-usage were not significantly higher in May compared with the rest of the year. Nevertheless, speeding (36% of fatalities), illegal alcohol (19% of fatalities), driver fatigue (16% of fatalities) and restraint non-usage (22% of vehicle occupant fatalities) were still major contributing factors for road deaths in May.

Interestingly, deaths during May increased amongst several road user groups that usually have a relatively low representation in the road toll.



Compared with the rest of the year, fatalities aged 60 years and over were 66% higher in May. Pedestrian fatalities were 64% higher whilst deaths on roads zoned 60 km/h were up by 51%. More than half of May deaths occurred in the Sydney, Newcastle, Wollongong conurbation, with the rate of deaths for this region 38% higher than at other times of the year. Local roads also experienced a 37% increase in fatalities during May.

The analysis also suggested that the changing seasonal and weather patterns for May could be one reason for the increased fatality rates. The fatality rate for weekday afternoons between 3pm and 9pm during May was found to be around 50% than at other times of the year. Fatalities on wet roads were also found to be 36% higher.

In another surprise, it was not necessarily the young male driver with a propensity to speed that was behind the rise in deaths. Female, elderly and local resident drivers all had heightened fatal crash involvement rates in May. Whilst this is an interesting finding, the traditional high-risk groups remain a problem. Male drivers continue to outnumber female drivers in fatal crashes during May by nearly three to one. Similarly, young drivers aged under 26 years continue to outnumber older drivers aged 60 years and over by two to one.

There are many possible explanations for the raised May fatality rate. Perhaps drivers suffer lapses of concentration after returning from holidays in April and subsequently become complacent on local roads close to home. Seasonal changes involving the earlier coinciding of sunsets and darkness with the afternoon peak hours may also be contributing. With the holidays over, pedestrian activity in urban areas increases,

and pedestrians are particularly at risk in the evenings when diminished light makes it harder for drivers to see them. Wet greasy roads have also been a consequence of recent May weather patterns and it could be that drivers may not be adjusting their behaviour appropriately.

With the road toll for the first four months of the year already 11% up on the same period last year, NSW headed into the deadliest month for the road toll and was facing a daunting prospect. To address this challenge, the RTA launched an advertising campaign aimed at elderly drivers and pedestrians. Additional Police were also rostered to target speeding and bad driving.

Whilst we traditionally think of holiday times as danger periods for road users, and the recent research highlights the increased dangers in May, it is important to remember that people are needlessly killed on our roads at all times of the year. Most drivers, motorcyclists, pedestrians and cyclists are mindful of the dangers during holiday times, and behave appropriately. However, all road users need to maintain this level of road safety awareness for the whole of the year - because deaths on our roads do not take a holiday just because the holidays are over.



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BUILDING ON SUCCESS – MAKING NEW GAINS

Celebrating 10 years of success, the Sixth Local Government Road Safety Conference is to be held at the Civic Theatre & Newcastle City Hall:

The Local Government Road Safety Conference brings together professionals with an interest in road safety. It is one of the leading forums in NSW for the discussion and presentation of achievements in road safety, policy, strategy and research. The conference provides professionals with an interest in road safety to further develop their knowledge and expertise, investigate the progress and future directions for road safety at the local level and to identify opportunities to contribute to the success of road safety programs in the coming decade.

This year's 10th anniversary of the Local Government Road Safety Program is being celebrated with a conference that is destined to be the best ever. Delegates can look forward to hearing "Midgley, Murphy and Microsleeps" by Dr Karl Kruszelnicki, who many will know from his radio show on all matters scientific.

There will also be a lively debate on the topic "Road Safety: There Are No More Silver Bullets", chaired by Adam Spencer from ABC TV and radio JJJ, who chaired the debate at last year's conference. Speakers will be high profile representatives of road safety stakeholder organisations.

Speakers from diverse road safety backgrounds will be presenting well prepared papers that are informative and topical. There will also be opportunities to network with peers and meet new contacts throughout the conference, beginning with the Welcome Function hosted by the RTA and MAA on the Tuesday night, and continuing throughout the following days. The welcome function is to include an entertaining and lively Theatre Sports performance from the Winners of the World Improvisation Championships. This is your



opportunity to enjoy road safety from a whole new perspective!

The third day of the conference is to be held at Noah's On The Beach, and is primarily for Road Safety Officers, their supervisors and other related LGRSP staff and stakeholders. Come and find out all you ever wanted to know about the program and it's partnerships,

but have never asked. Join your peers and Local Government Road Safety Program stakeholders for networking and information sharing sessions. Learn about leadership and moving forward in an ever changing and challenging arena. Workshops will highlight future options, and outline useful tools and positive approaches to implement in the workplace.

Reserve 6-9 August in your diary now. For registration information the please contact the Conference Secretariat, Tulips Meetings Management, on 4984 2755 or email Tulips Meeting Management at tulips@pco.com.au. For program information contact Catherine Parker RTA Local Government and Community Programs Manager telephone 9218 6084.

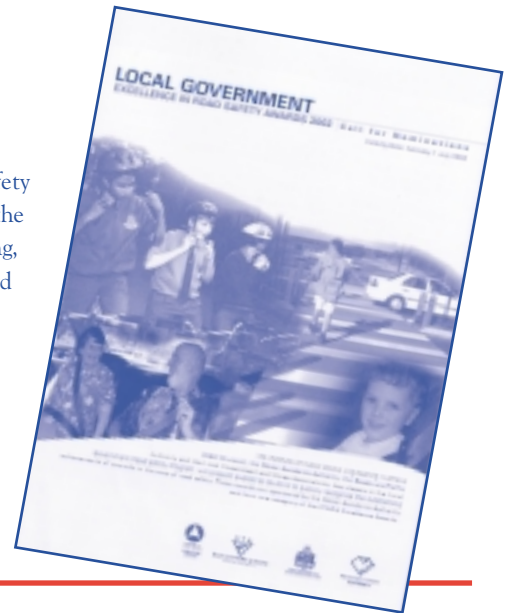
CALL FOR AWARD NOMINATIONS

We are pleased to call for nominations for the 2002 Local Government Excellence in Road Safety Awards. The awards are presented to councils to publicly recognise outstanding achievements in the area of road safety and are for projects initiated by local government which focus on the planning, educational or behavioural aspects of road safety. Nominations are also being sought in the Road Safety Engineering category.

These awards are presented as one category of the IPWEA Excellence Awards and winning entries attract publicity both for councils and road safety initiatives.

Call for Nominations documents have been mailed out, and nominations close on Monday 1 July 2002. The awards will be presented at the IPWEA Awards Dinner to be held on the evening of Monday 11 November 2002, as part of the Institute's Annual Conference in Coffs Harbour.

The closing date for nominations is Monday 1 July, 2002.



IPWEA/RTA LOCAL GOVERNMENT ROAD SAFETY PROJECT GRANTS

Thank you to those who prepared submissions for funding under Grant Round 8 of the MAA sponsored IPWEA/RTA Local Government Road Safety Project Grants.

We had a very strong response from councils across NSW and submissions are now being considered by the Grant Selection Committee in terms of the guidelines outlined.

All councils responsible for forwarding submissions will be notified of the outcome of applications by the end of June.

51 projects were funded under Grant Round 7 of this funding scheme. Final reports for these projects, each accompanied by a financial statement and a tax invoice for outstanding funding, are now due.

For more information regarding any aspect of the Grants Scheme please contact Angela Delli-Pizzi, Road Safety Project Manager on telephone 8267 3012.



CERTIFICATE IV IN ROAD SAFETY

New Road Safety Project Officer at IPWEA

A warm welcome is extended to Vijendra Prasad, IPWEA's new Road Safety Project Officer who commenced duties on 20 May 2002. Vijendra is replacing Ursula Wynd who has returned to Byron Bay to be with her family. Vijendra has a strong background and extensive experience in designing and delivering competency based training programs in the Occupational Health and Safety environment, and will be taking over the administration of the Certificate IV in Road Safety. To contact Vijendra, or for more information on the Certificate IV in Road Safety, please telephone the Road Safety Project Officer on 8267 3008 or email vprasad@ipwea.org.au



LOCAL GOVERNMENT EXCELLENCE IN ROAD SAFETY AWARDS 2001 BOOKLET

The Local Government Excellence in Road Safety Awards 2001 booklet is now available and has been mailed out to all councils. The booklet highlights the winning projects as well as providing articles on each of the nominations received. Those projects that were shortlisted for awards are given special mention.

If you would like a copy of the award booklet, please contact Angela Delli-Pizzi, Road Safety Project Manager on telephone 8267 3012.



COUNCIL ROAD SAFETY OFFICER PROGRAM



"Sergeant Le Merton, Green Valley Highway Patrol; Alison Mortimer, RSO Fairfield City Council; Ian Faulks, StaySafe."

FAIRFIELD CITY COUNCIL

"Save Your Street from Street Racers"

A new road safety initiative designed to decrease the incidence of illegal street racing and burn out offences on public roads in Fairfield City was launched by Fairfield City Council in partnership with Green Valley Highway Patrol at Eastern Creek International Raceway in March.

The "Save Your Street from Street Racers" program is being piloted in the area to improve the safety of public roads by encouraging residents to formally report incidents of dangerous driving and educating them on how to do this.

Residents living in streets where street racers tend to gather illegally are letterboxed with a letter from Green Valley Highway Patrol explaining the program, as well as a traffic incident report for residents to complete when they witness dangerous driving in their street. Police then use this information to identify and where appropriate, prosecute offending drivers. The program also aims to educate drivers to understand that illegal street racing and burn out offences carry heavy penalties.

For more information, please contact Alison Mortimer Council Road Safety Officer Fairfield City Council 9725 0717.

TAMWORTH CITY COUNCIL

"Speed and It'll Cost You"

Speed and young people are the focus of a new and innovative speed campaign conducted in the Tamworth Local Government Area during May and June 2002.

With young people over-represented in speed related fatal and injury crashes, the Tamworth Road Safety Committee is targeting them with a new local campaign.

The Tamworth Road Safety Committee, made up of key stakeholders and the media, was recently established to bring a community flavour to road safety issues through the development of campaigns featuring local identities and familiar environments.



"Speed monitoring and enforcement in Tamworth"

Enthusiastic media support of the entire project supplemented the Committee's advertising and increases exposure and awareness of the issue of speed.

Included in the project was an extensive research phase covering target group identification, a speed attitudinal survey amongst this group, youth focus groups and a Youth Talk Back Radio Forum. Speed Counts in identified problem youth speed areas form a vital part of the overall campaign strategy. Investing in collecting data at the 10 key speed locations provides an important base line for future campaigns.

Courtesy speed checks were conducted in rotation around each of the ten sites commencing with the launch of the TV and radio advertisements on 24 May 2002.

Courtesy Police warnings followed the speed checks, advising motorists of inappropriate speed before a period of enhanced enforcement. This approach was directed towards positive behaviour modification without the risk of being criticised for simply "revenue raising". The warnings reinforce to the community the very real chance of being caught if they choose to speed.

A 30-second television and radio commercial was aired during the campaign period and print media featured real-life stories of local youth and their families who have been involved in speed related crashes.

For further information contact Marg Hombsch Council Road Safety Officer Tamworth City Council 6755 4546 or 0419 981955

TWEED CITY COUNCIL

“Drive to Suit the Conditions on Rural Roads”

Local Government engineers on the North Coast approached RSOs with their concerns about drivers travelling too fast on rural roads.

Many rural roads are not traversable at 100km/h at all times and drivers must drive to suit the conditions prevailing. The RTA is reticent to reduce the speed limit on these roads as there are some lengths where 100km/h is safely achievable and yet others where a reduced speed limit of say 80km/h is still too fast.

Councils with RSOs in the Northern Region combined to develop a campaign that promotes the message that “100kms is a max not a must”. A local government engineer was chosen to front a 30 second and two 15-second TV ads that were produced locally. Vision was specifically chosen to highlight to drivers the cues in the road environment that indicate that they need to reduce speed. This included school buses, wet roads, work gangs, narrow, winding and gravel roads. A 30 second radio ad using the engineer’s voice was also produced and posters with vision from the TV ad complemented the TV ad as well. The posters are displayed in RTA motor registries, Tourism Centres and Local Government Civic Centres. Surveys are to be carried out in the five participating Council area to determine drivers’ interpretation of driving to suit the conditions on rural roads before and then after the conduct of the campaign.

For further information contact Ray Clark Council Road Safety Officer Tweed City Council 6670 2578.

BLACKTOWN CITY COUNCIL

‘Hey Slow Down! School Zone Ahead’

If you've travelled through Blacktown lately, you can't help but notice the bold signs recently installed at eleven schools across the LGA.

"Hey Slow Down! School Zone Ahead" signs have been placed prior to 40 km/h zones. The message is blunt, but is intended to be clear and to the point.

“Hey Slow Down” is a road safety project co-ordinated by Blacktown City Council with funding assistance from the Roads and Traffic Authority. The signs are part of an educational and enforcement package that was distributed to schools in Term 1, 2002. Speed surveys were conducted at schools prior to the signs being installed. School communities received an information kit and resident brochures. Council’s electronic speed



“Rural road in Tweed Shire Council area”

monitor was used at all the schools in subsequent weeks to alert motorists as to their current speed, followed by police enforcement.

Signs have been installed at Bert Oldfield Public School Seven Hills, Grantham High Seven Hills, Blacktown West Public School, Blacktown North Public School, Parklea Public School Glenwood, Quakers Hill Public School, Plumpton Public School, Hassall Grove Public School and William Dean Public School.

The results have been encouraging, with all schools reporting increased awareness of the need to slow down in school zones, and significant drops in speed during the campaign. Post counts currently being undertaken will determine the long-term effects of the campaign.

The project has also heightened awareness in schools without the signage, with a number of them requesting similar signs. To cater for these remaining 64 primary schools in the Blacktown LGA, corflute signs are being distributed as part of "Go 40 For Me", a similar project being conducted in 11 Councils across Greater Western Sydney in Term Two.

For more information, contact Joe Pereira Council Road Safety Officer, Blacktown City Council 9839 6363.

AUBURN, BAULKHAM HILLS, BLACKTOWN, BLUE MOUNTAINS, CAMPBELLTOWN, FAIRFIELD, HAWKESBURY, HOLROYD, LIVERPOOL, PENRITH & STRATHFIELD/ BURWOOD COUNCILS

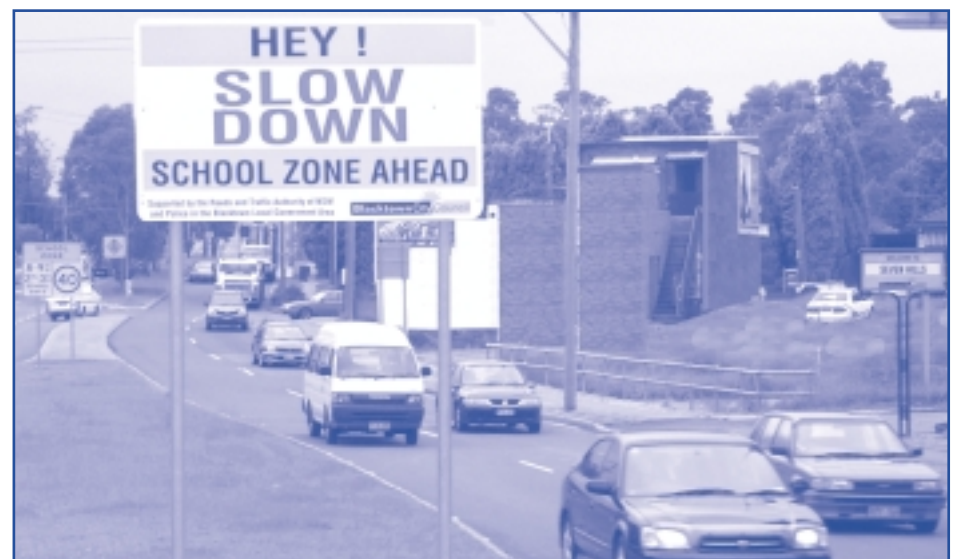
“WSROC Speed You Lose – Go 40 For Me”

Building on the success of previous phases of the WSROC Speed You Lose program, this project worked to raise awareness in the local community of the need to slow down around schools. The project focused on school zones in particular and asked the driving public to “Go 40” for the safety of children.

Radio advertisements were played on 2WS in the mornings over a six-week period, and this was supported by a combination of speed monitoring activity around schools, backed up by enforcement from local Highway Patrol. Banners were also used to support the project and were placed in highly visible locations across major roads throughout Western Sydney.

“Go 40 for me” signage was provided to each school, with schools being asked to support the project in any creative, visible way the school wished. Schools in each area making the best effort to support the project were then mentioned on live reads by the radio station.

For more information, please contact Alison Mortimer Council Road Safety Officer Fairfield City Council 9725 0717.



“Blacktown City Council School Zone Project”

OTHER ROAD SAFETY HAPPENINGS

ON LINE RESOURCE CATALOGUE

A catalogue of free road safety resources has been established on the RTA Website. The catalogue includes all products freely available to the public.

The catalogue includes:

- a list of free road safety resource products with additional product information eg order limits
- product summaries
- images of all publications to assist identification
- pdf.file copies of all publications to allow users to view whole documents and print copies
- the toll free 1800 060 607 phone number for ordering products
- linkage of product subject categories with related road safety information web pages.

The catalogue can be accessed on the RTA Website (www.rta.nsw.gov.au) by selecting Safety, Road Safety Information, Free Road Safety Resources.

ARRIVE ALIVE THAT'S THE ULTIMATUM

A group of talented young people from Wagga Wagga became ambassadors for the MAA when they produced a short film called 'Ultimatum' for screening during the Silent Cells Film Festival – a major event of NSW Youth Week 2002.

NSW Youth Week 2002 marked the first of a three year \$150,000 investment by the MAA as major sponsor under the 'Arrive alive' banner.

The MAA chose the sponsorship to speak with young people about safe driving and encourage them to challenge attitudes that lead to risk taking by telling their friends it's just not cool to take risks on the road.

As part of their support of Silent Cells the MAA is funding three film making workshops each year to be held in regional centres throughout NSW where young people, under the guidance of film professionals, produce films specifically for young audiences about the consequences of risk taking on the road.

'Ultimatum' tells the story of a group of young men from Wagga Wagga and surrounding areas who decide to spend time

drinking by the river and tensions rise when one of them hears another mate has been seeing his girlfriend and a fight ensues. The drinking continues throughout the day and when they are asked to a party in town they have to make the decision about how to get there... Sadly not everyone arrives alive.

The MAA is working closely with Silent Cells to organise a further eight workshops including the development of guidelines to support the film making process and looking at the ways the films can be used to raise awareness of road safety issues with young people aged 17 to 25 years.

The film 'Ultimatum' could not have been made without the support of the Wagga Wagga, Junee and Cooloman Councils.

For more information about the Silent Cells road safety film making workshops contact Abigail Hall, Senior Advisor Road Safety at the MAA on (02) 8267 1973 or by email: ahall@maa.nsw.gov.au



NEW BOOK FROM AUSTRROADS ROAD SAFETY AUDIT GUIDE (2ND EDITION)

This practical and attractive guide, completely revised from the 1994 first edition, provides a comprehensive introduction to the road safety audit process. Easy to read and implement, and well illustrated with many colour photographs, the guide is suitable for use by any person with a responsibility for, or an interest in, road safety. Designed for use by road safety and traffic engineers, police, academics, local, provincial, state and national government officers, project managers, students, researchers, consultants and many others, the guide provides both a comprehensive overview to, and application of, the road safety audit process.

Clear details of the audit process are provided, together with a number of real audit case studies. The guide includes chapters on legal liability, costs and benefits, the audit process, safety principles and technical issues which need to be considered in road safety engineering.

The guide includes updated checklists for use in assessing road designs and inspecting project sites at the different stages of a project's development. These checklists are fully detailed and provided separately on loose-leaf sheets in a special folder for ready copying and use in the field.

Road Safety Audit Guide (2nd Edition) (AP-G30/02)

\$99 inclusive of GST, plus \$8.80 delivery in Australia, \$8.00 NZ and PNG

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SAFETY AROUND SCHOOLS

The Roads & Traffic Authority, NSW (RTA) has recently established a Safety Around Schools Program to enhance the safety of the road environment around schools. A component of the program has been the development of a new resource called **A Practical Guide to Addressing Road Safety Around Schools**.

The purpose of this resource is to assist principals, parent groups and other members of the school community to address their school's road safety issues. It has been written in consultation with school community stakeholders and the agencies responsible for road safety around schools.

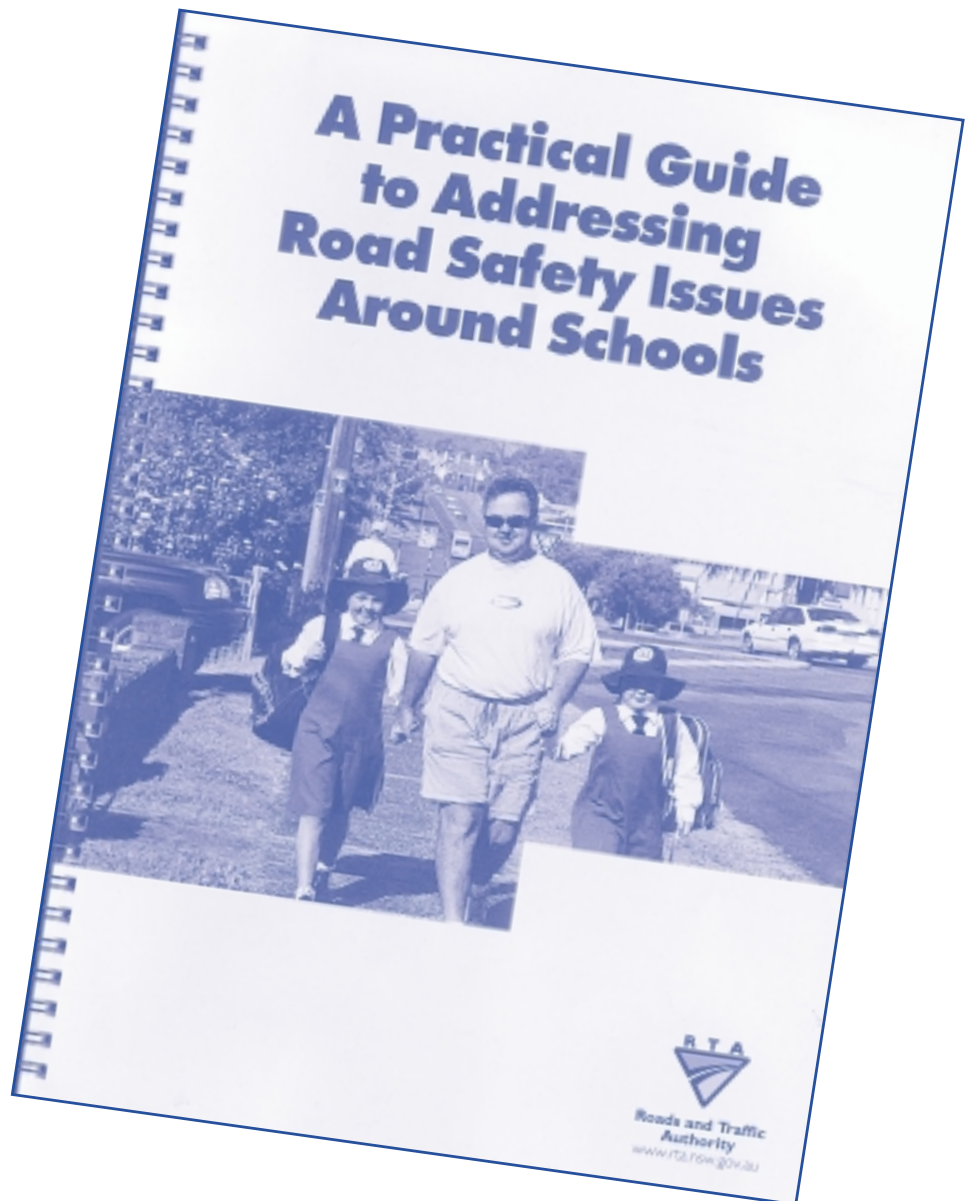
The resource provides information on:

- The most common road safety issues affecting schools.
- Roles and responsibilities of agencies involved in road safety around schools.
- How to get assistance.

Another related component of the RTA's Safety Around Schools Program is a new independent review panel that will provide the Chief Executive of the RTA with recommendations where there is a concern raised by a school about the RTA's response to a road safety issue.

The Review Panel is chaired by Mr Terry Rumble, former Illawarra MP, and comprises representatives from the Association of Independent Schools, NSW; NSW Bus and Coach Industrial Association; Catholic Education Commission, NSW; NSW Department of Education and Training; Local Government and Shires Associations; NSW Police Service; Transport NSW and the RTA. It will meet quarterly and consider relevant issues that are within the RTA's areas of responsibility. These relate to:

- Road safety on State Roads and roads within the unincorporated area in the western area of NSW.



- Traffic signals on all roads.
- Speed zoning on all roads (including School Zones).
- School Crossing Supervisors on all roads.

The Panel is not able to consider other school road safety issues such as council facilities for pedestrians on regional or local roads, or issues relating to police enforcement, as these do not fall within the RTA's areas of responsibility.

If a school has a road safety issue that falls within the RTA's areas of responsibility, that has been discussed with the RTA but has resulted in a decision by the RTA that is not considered appropriate by the school community, the school may choose to raise the issue with the Safety Around Schools

Review Panel for investigation. The school needs to complete the Safety Around Schools Review Panel Registration of Concern Form (contained in the Practical Guide) and send it to the RTA, at the address shown on the form. The Panel's Secretariat will then contact the school to confirm that the issue is one that the Review Panel is able to consider and to clarify any supporting information they may wish to submit. The Secretariat will advise the school when the Panel will consider the issue.

For more information, contact the Safety Around Schools Project Manager at the RTA: telephone 132 213 or email Safety_around_schools@rta.nsw.gov.au

CONFERENCE CALENDAR

MAA MOTORCYCLE SAFETY SEMINAR

Wednesday 19 June 9.30am-1pm in Sydney. No cost, but RSVP is required. The seminar is jointly presented by the MAA and the Australian College of Road Safety to promote the outcomes of recent MAA funded research into motorcycle safety and to highlight developments in motorcycle safety strategic planning. To reserve a seat please contact Inderjeet Bains on (02) 8267 1922 or email ibanes@maa.nsw.gov.au

SAFERROADS – TURNING PLANS INTO ACTION

16-17 July Melbourne. Information is available at www.saferoads2002.com.

ACRS/QUEENSLAND TRAVELSAFE COMMITTEE CONFERENCE – DEVELOPING SAFER DRIVERS AND RIDERS

21-23 July 2002, Brisbane. For further information contact ACRS on telephone 6290 2509 or email eo@acrs.org.au

LOCAL GOVERNMENT ROAD SAFETY CONFERENCE – BUILDING ON SUCCESS – MAKING NEW GAINS

6-9 August 2002, Newcastle City Hall, Newcastle. For further information please contact Jane Yeaman, Tulips Meetings Management, on telephone 4984 2554 or email lgrsc@pco.com.au

MOBILITY AND SAFETY OF OLDER PEOPLE CONFERENCE

26-27 August 2002 at the Sheraton Towers, Melbourne. A joint program of the Victorian Parliamentary Road Safety Committee and The Australian College of Road Safety. For further enquiries please contact Irene Thavarajah, Conference Manager at Monash University tel (03) 9905 1344 fax (03) 9905 1343 or by email: irene.thavarajah@adm.monash.edu.au. The conference website is located at www.monash.edu.au/oce/older_mobility.

ITE 2002 INTERNATIONAL CONFERENCE

12-13 September 2002 in Melbourne. The Institute of Transport Engineers Australia and New Zealand Section Incorporated. For further enquiries please contact Irene Thavarajah, Conference Manager at Monash University tel (03) 9905 1344 fax (03) 9905 1343 or by email: irene.thavarajah@adm.monash.edu.au

2002 ROAD SAFETY RESEARCH, POLICING AND EDUCATION CONFERENCE

3-5 November Adelaide Convention Centre. For information contact Plevin and Associates tel: (08) 8379 8222; email: events@plevin.com.au

IPWEA (NSW) ANNUAL CONFERENCE – WINNING THE GAME

10-14 November 2002, Coffs Harbour. For further information please contact Janice Parker, Conference Manager, telephone 9943 6564.

PERSONNEL COMINGS AND GOINGS

Kerrie Doherty is the new Road Safety Officer at Camden Council, and Steve Boeking is the new RSO at Ryde. Naomi Walton is the new RSO at Canada Bay and Mr Bruce Barrett is the new RSO for the Northern Region of the Riverina Eastern Regional Organisation of Councils. Bruce's area covers Bland, Temora and Cootamundra.

David Tyrrell, currently employed with Kempsey Council as a Crime Prevention/Grants Officer, has been engaged by the RTA to also work as a Drink Drive Prevention Officer for one day per week until 31 January 2003.

Angela Delli-Pizzi has been appointed the Road Safety Project Manager at IPWEA, and commenced duties in May. Angela was previously the Road Safety Officer at Holroyd City Council.

Richard Connors has been appointed Policy Officer, Roads & Transport at the LGSA.



CONTRIBUTIONS FEEDBACK

If you would like to contribute to this newsletter, or for further information contact:

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