

Road Safety
& Marketing

Our journey continues

Outline

- TAC at a glance
- Road trauma – a snapshot
- Key measures
 - safer speeds
 - safer vehicles
 - safer roads & roadsides
- Conclusion

Victoria

227,600 square kilometres



Roads and users

151,000 kilometres of roads in Victoria

56 billion kilometres of travel

3.4 M licensed drivers in 4.286M registered vehicles

TAC AT A GLANCE.

- > a hybrid no-fault/common law scheme
- > cover ALL people injured in a transport accident on a no-fault basis caused by the driving of a motor car or motor vehicle, a railway train or tram (drivers, passengers, pedestrians etc)
- > limited common law rights for pecuniary loss and pain and suffering for the seriously injured
- > medical excess and mandatory police reporting to reduce “frivolous” claims
- > AUS \$1,315M net premium revenue budget 2010/11
- > Metro car premium 2010/11 AUS\$397

NB - property damage car insurance provided by private insurance companies

TAC Role in Road Safety

Road Safety

- *“...to collect and assess data and statistics in relation to transport accidents.”*
- *“...to promote the prevention of transport accidents and safety in the use of transport.”*

Transport Accident Act 1986

What does the TAC do?

TAC
invests in

Road
safety

Trauma
services

Health
care

Disability
support



Motorist insures
when registering
their vehicle



TAC funds

- Treatment
- Income
- Rehabilitation
- Lifetime care

Safe System - Our RSVP Vision



**Safer
ROADS**



**Safer
SPEEDS**



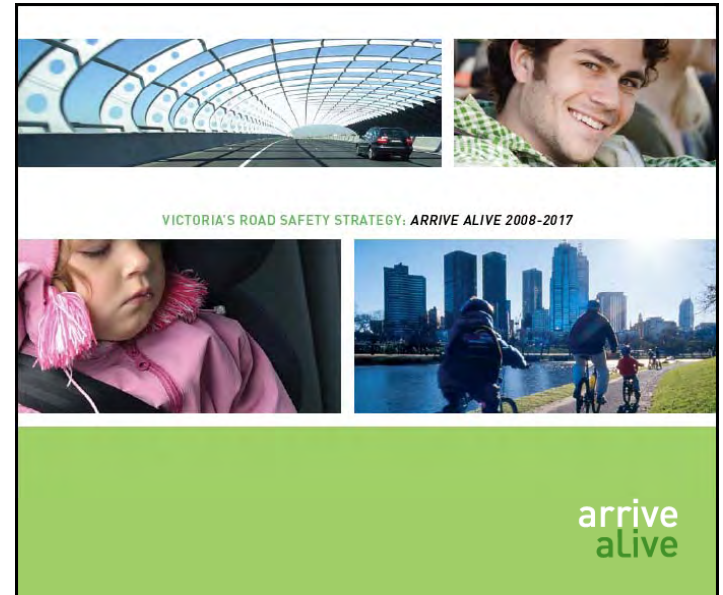
**Safer
VEHICLES**



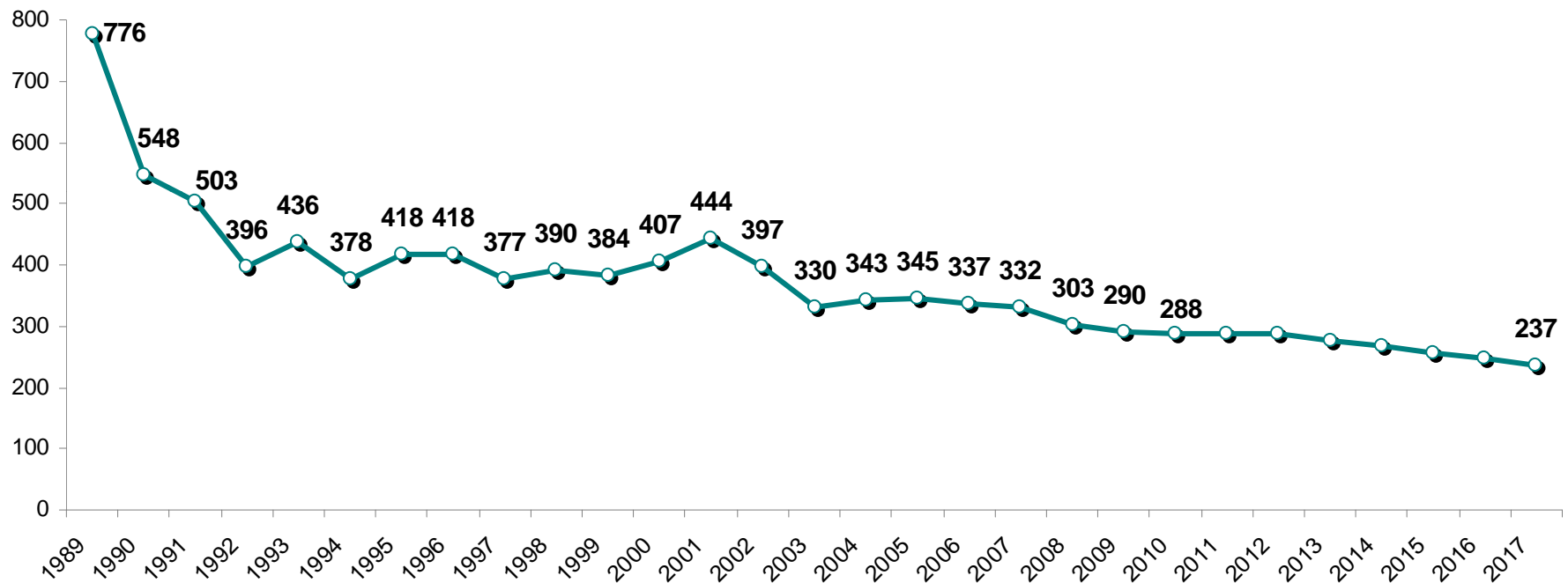
**Safer
PEOPLE**

Arrive Alive 2 (2008 – 2017)

- *arrive alive 2008-2017*
 - Aims to reduce deaths and serious injuries by 30 per cent
 - Aims to reduce the severity of injuries
 - 10 year strategy
 - 3 short term action plans
- Community engagement process
 - Community indicated strong support for road safety

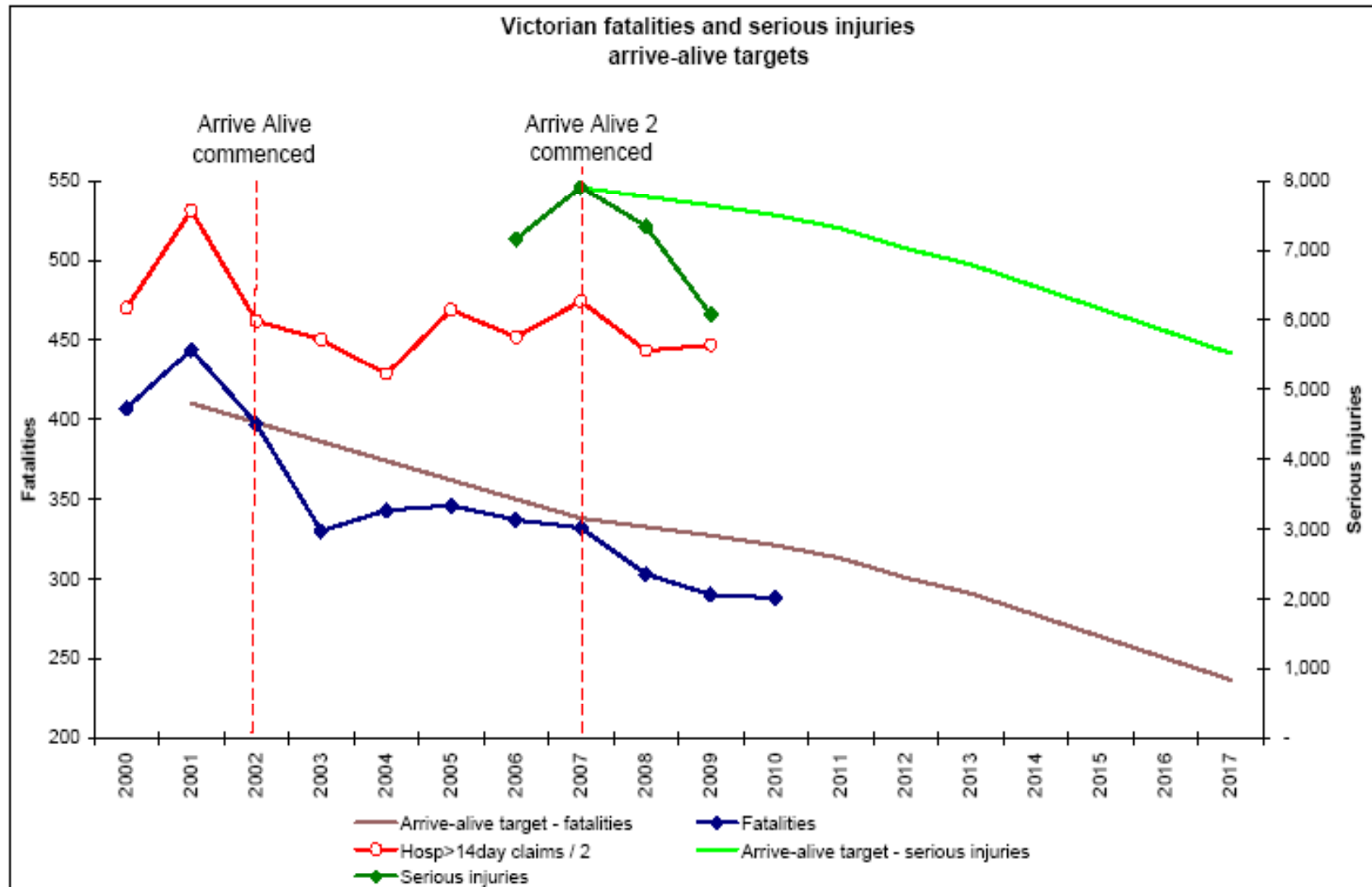


Victoria's Road Toll Trend

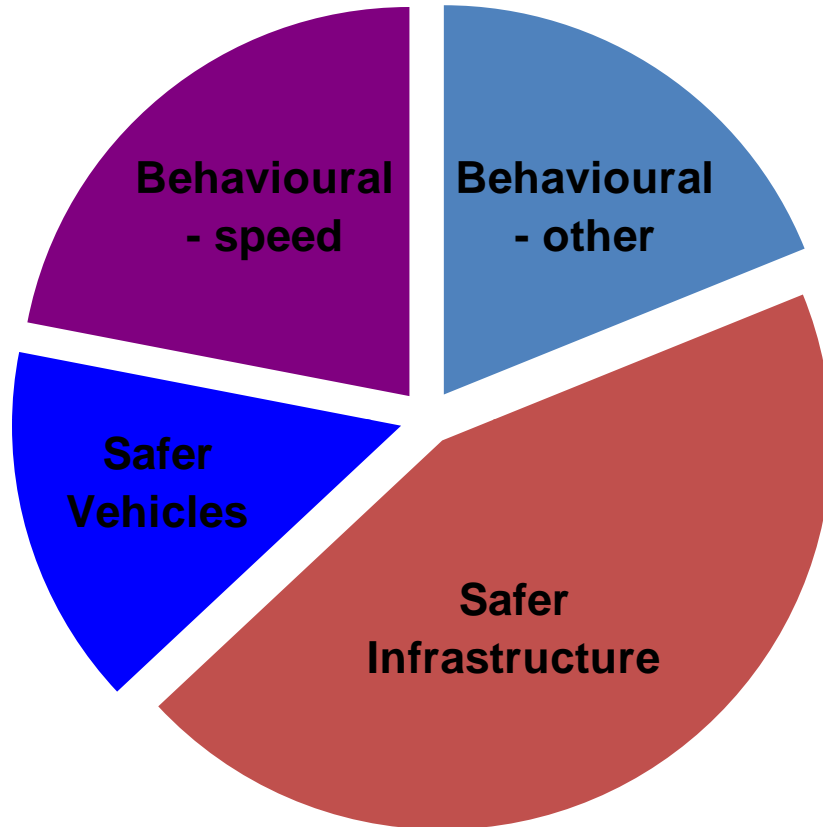


Victoria's fatality rate is now among the lowest globally
By the end of Arrive Alive II (2017) the target is 237

arrivealive long term trends Chart 1



Safe System – Our Vision



**Where gains
are most
Likely***

***Monash University Accident
Research Centre 2008**

TAC Road Safety

2010/11 Road Safety Budget (AUS \$127m)

- \$84.3m – Safer Road Infrastructure Program
- \$29.5m – Public Education (mass media, social media, sponsorships)
- \$5m – Safety Programs (Enhanced Enforcement, Schools Programs, Trials)
- \$3m - Research and Evaluation
- Funding Gov projects approx \$5m

Safer Roads

- SRIP \$650m+ (2008 - 2017)
- BCR 3:1
- Targeting high risk locations:
 - Intersections
 - Run-off-road
- Innovation
- Route treatments



Pyrenees Highway Chainage 66.000km looking West. Before photo above and after photo below.



Safer Roads - Evaluation

	Sites Treated & Evaluated	Casualty Crash Reduction	Serious Casualty Crash Reduction	Overall BCR to Community	Cost \$M (AUS)
SRIP 1	109	24%	31%	2.4:1	\$130
SRIP 2*	245	33%	44%	4.5:1	\$110
SRIP3*	210	31.5%	Not Yet Available#	2.4:1	\$650+

Safer Vehicles – its potential



ANCAP

Crash testing for safety

AUSTRALASIAN
NEW CAR ASSESSMENT
PROGRAM

5 ★ ★ ★ ★ ★



12% ↑ protection per extra star



ESC Technology

→ 30% ↓ in single-vehicle crashes



Curtain Airbags

→ 40% ↓ in risk of death

Safer Vehicles

- Public Education Campaign
 - Web based (Howsafeisyourcar.com)
 - Mass media campaigns (safer cars, ESC & Side Curtain Airbags)
 - Event promotions – Formula 1 GP, Melbourne Motorshow)
- Promote ABS for motorcycles
- Increase purchase of safe cars for use by young people
- Trials of new technology eg Intelligent Speed Assist (ISA), fatigue detection devices, seatbelt interlocks
- Partnerships with vehicle manufacturers & suppliers eg Ford and Bosch Australia

Side Curtain Airbags



Safer Speed

Speed – bringing community along

- Focus on making speeding socially unacceptable
- Multiple public education strategies
- Support Police enforcement efforts
- Support ISA Recidivist Driver Trial

GOAL

To Reduce Speed Related Trauma on Victorian Roads

Objectives

- Reduce trauma through reduced travel speeds
- Lay foundation for adoption of speed limits that accord with 'safe system' thinking
 - Making speeding unacceptable

Strategies

Support Police Enforcement

Provide rationale to support those trying to do the right thing

Introduce and support measures that help low level speeders comply

Build support for reducing speed limits

Support for enforcement technologies and sanctions to deter repeat and high level offenders

Channels and Actions

Public Education

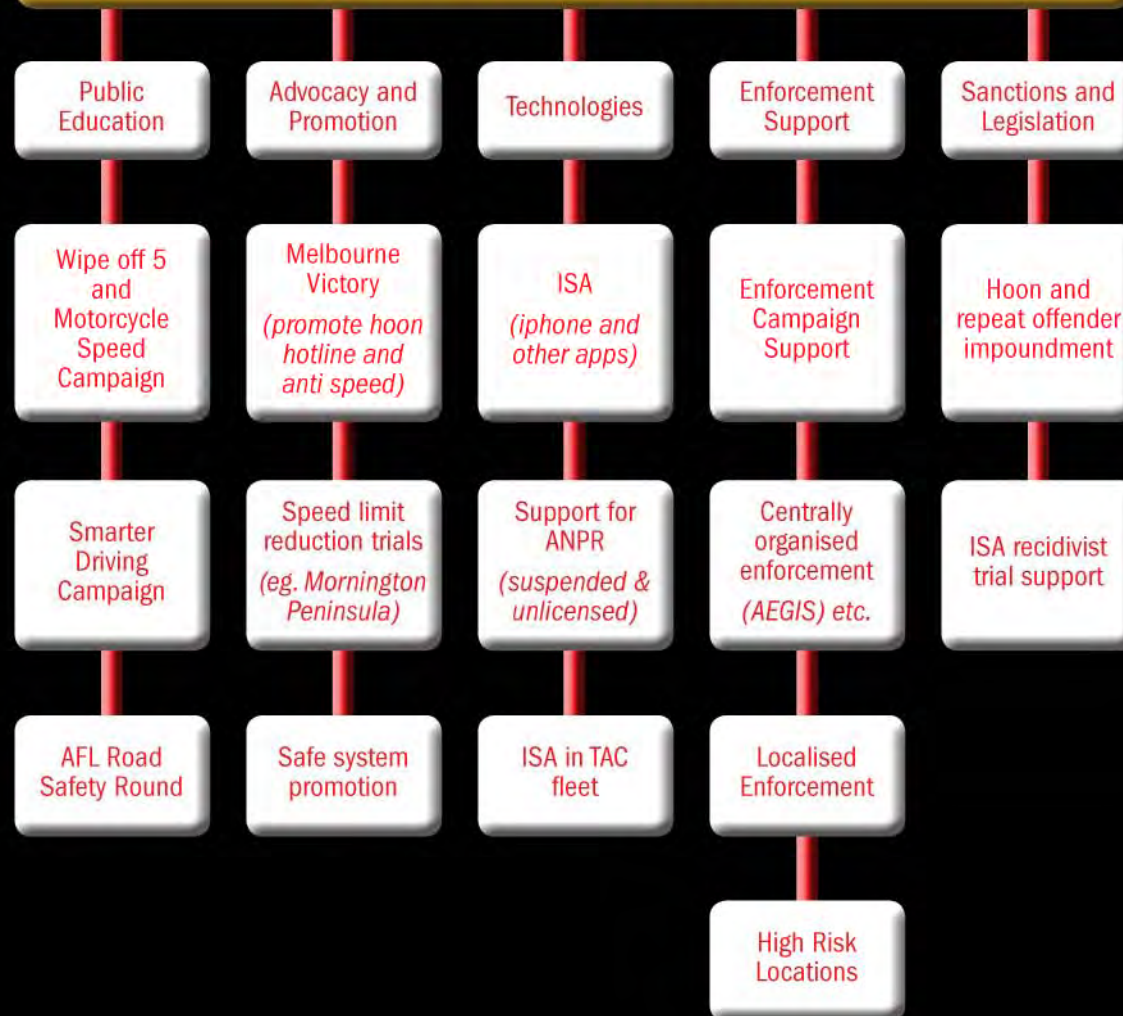
Advocacy and Promotion

Technologies

Enforcement Support

Sanctions and Legislation

Channels and Actions



Police Enforcement

- Support Central Operations Xmas and Easter
- Increase perceptions of enforcement (rural)
- Support sustained police effort
- Educate through breath testing at events

Christmas Enforcement





Safer People - Motorcycles

Motorcyclist

- Tailor messages for specific segments
- Focus on:
 - protective clothing
 - Promotion of ABS for motorcycles
 - Speed
- Motorcycle Levy - AUS\$64 on TAC premium
 - Raises approx AUS\$6m per annum
 - Specifically for motorcycle safety programs



Riders. Boots could save your skin.



Protective clothing could save your skin.



spokes
com.au



WHAT'S BETWEEN YOU AND THE OPERATING THEATRE?



What's between you and the operating theatre?



Protective clothing could save your skin. TAC