ballina
shire council

Road Safety Strategy

2014/15-2023/24

Prepared by Ballina Shire Council

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Road Safety Strategy

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OUR COMMITMENT TO A SAFER FUTURE

OUR COMMITMENT TO A SAFER FUTURE

This Road Safety Strategy (2014/15-2023/24), which follows on from the previous Road Safety Strategic Plan (2007-2012) presents Council's commitment to reducing road trauma over the next ten years.

Over the past 10 years, 47 people were killed and 1,496 people were injured in the Ballina Shire. The cost of road trauma has an enormous effect on our community that is both, a financial burden, as well as a personal burden to those who suffer injuries and to the families, friends and communities who are deeply impacted by road trauma. Road crashes are a financial and personal burden that we, as a community, should not accept. There is always more that can be done to reduce road trauma.

To achieve further road safety gains over the next ten years we will work differently. This Road Safety Strategy (2014/15-2023/24) sets direction for change for the Ballina Shire – to create a cultural shift and deliver a renewed focus in road safety within council and our community.

Council will better target road safety interventions by concentrating our efforts on tackling the main contributors to road trauma on our roads (speed, alcohol and fatigue) and protecting the people most at risk (motorcyclists, cyclists, pedestrians, young road users and older road users). This strategy focuses on the application of Safe System principles and delivering best practice interventions to reduce road trauma.

A Safe System approach acknowledges that humans will always make mistakes, that there will always be crashes; but death and serious injury should not be the price to pay for these mistakes. The Safe System approach argues that for as long as mistakes are likely, all road users need to be protected – and this protection is best provided by four cornerstones – safer roads and roadsides, safer speeds, safer vehicles and safer road users.

Council will integrate the Safe System principles into Council's planning and decision making; in transport planning, land use planning, urban design and infrastructure projects. We will plan a safer road transport system for the future, which accommodates and respects the needs of all road users.

For the first time we are committed to achieving local targets; benchmarks that align with national and state targets for reducing road trauma on our local road network. Achieving our targets will require strong political will, funding commitment and concerted, sustained efforts within governments, across a range of sectors and the community.

Each and every one of us has an important part to play in helping to reduce death and serious injury on our roads. We will continue to strengthen partnerships within our own organisation, with government agencies, non-government agencies, businesses, other stakeholders and within the local community to achieve further road safety gains. We will ensure our community is well informed, encouraging safer behaviours and encouraging greater respect amongst all road users.

Fostering a cultural shift will take time, however adopting an integrated and holistic road safety planning framework, combined with regular monitoring of actions and evaluation of interventions will ensure further improvements in road safety.

CONTEXT FOR A NEW ROAD SAFETY STRATEGY

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This Road Safety Strategy (2014/15-2023/24) establishes the direction of road safety in the Ballina Shire for the next 10 years. This strategy is embedded in council's Integrated Planning and Reporting (IPR) framework and the road safety priorities and actions contained within this strategy align with federal, state and regional road safety strategies and initiatives.

LOCAL STRATEGIC PLANNING

Community Strategic Plan

Road safety gains can only be achieved if there is a commitment to road safety in council's corporate planning framework. Our Community…Our Future is Ballina Shire Council's Community Strategic Plan 2013-2023 (CSP) and sits above all other council plans and policies in the planning hierarchy. The CSP identifies the community's main priorities and aspirations for the future to promote a positive lifestyle and improve the amenity for our residents and visitors.

In the CSP, council identifies four key themes (Directions): A Connected Community, A Prosperous Economy, A Healthy Environment, and Engaged Leadership.

The CSP identifies the Road Safety Strategy as a means to achieving direction one: A Connected Community (CC), shown below.

A CONNECTED COMMUNITY

We feel safe

CC2 We feel connected to the community

CC3 There are services, facilities and transport

Delivery Program and Operational Plan 2013/14 – 2016/17 (combined document)

Our four-year Delivery Program and Operational Plan (combined document) outlines the strategies and actions that Council will implement to achieve the directions and outcomes identified in the CSP.

The Delivery Program and Operational Plan acknowledge the implementation of the Road Safety Strategy to achieve the following outcome: CC1 We feel safe.

The Resource Strategy

The Resource Strategy details council's long term funding commitment and resourcing of our Community Strategic Plan, the Delivery Program and Operational Plan. The Resource Strategy has three components: Long Term Financial Planning, Workforce Management Planning and Asset Management Planning. These documents ensure sufficient resources – time, money, assets and people are allocated to translate the Outcomes identified in the CSP into Actions.

The third component of the Resource Strategy is Asset Management Planning and includes the Asset Management Policy, Asset Management Strategy (2013) and Asset Management Plans. These documents define the way Council manages its assets. The type and condition of our road and transport assets and the manner and frequency in which they are maintained will have a direct impact on achieving further road safety gains into the future.

Council plans, structure plans, masterplans, policies and strategies

There are numerous other council planning documents that will influence the successful implementation of this Road Safety Strategy. Some of these include: Development Control Plans (DCPs), Ballina Shire Growth Management Strategy (2012), CBD Concept Masterplan and numerous precinct master plans, structure plans and land use plans (e.g. West Ballina Structure Plan, and Lennox Head Structure Plans), policies such as the Footpath and Cycleway Inspection, Evaluation and Maintenance Policy and road maintenance procedures.

NATIONAL, STATE AND REGIONAL STRATEGIC PLANNING

Key documents that have influenced the development of this Road Safety Strategy include the:

National Road Safety Strategy 2011-2020 - developed by the Australian Transport Council (ATC)

The strategy is firmly based on Safe System principles. The strategy presents a ten year plan to reduce the annual numbers of both deaths and serious injuries on Australian roads by at least 30 per cent.

NSW Road Safety Strategy 2012–2021 - Transport for NSW

This strategy aims to reduce the NSW road toll by 30 per cent by 2020. Key initiatives detailed in the strategy include: A new Safer Roads program; Continued integrated road safety enforcement; Working with local government to share road safety information and resources; Increased focus on addressing serious injuries and post crash care and response; Targeting repeat offenders; NSW Stars on Cars Program; Exploring new road safety technologies; and separate strategies to support speed enforcement, motorcycle safety and Aboriginal road safety.

NSW Long Term Transport Master Plan - Transport for NSW

This plan identifies solutions and actions that integrate, modernise and manage the transport system in NSW over the next 20 years, bringing together all modes of transport, and connecting communities across all regions of the state.

Northern Rivers Regional Transport Plan - Transport for NSW

Released in December 2013, this plan supports the NSW Long Term Master Plan and outlines specific actions to address the unique challenges of the Northern Rivers Region.

NSW 2021: Northern Rivers Regional Action Plan: Goal 10 Improve Road Safety – NSW Government

Released in 2012, this plan highlights the investment required on both the Pacific Highway and local roads to improve overall road safety and reduce road trauma in the region.

NSW Bike Plan and Cycling Safety Action Plan (2014-2016) - Transport for NSW

The Bike Plan outlines how the NSW Government will work in partnership with local councils, communities and businesses to develop bicycle riding and ensure safer cycling over ten years. The Action Plan supports the goals of the NSW Road Safety Strategy 2012-2021.

Pedestrian Safety Action Plan 2014-2016 - Transport for NSW

Released in 2014, the Action Plan supports the goals of the NSW Road Safety Strategy 2012-2021 and includes a range of countermeasures to address pedestrian safety.

Motorcycle Safety Strategy 2012-2021 - Transport for NSW

This strategy is the NSW Government's commitment to addressing the motorcycle road toll through targeted motorcycle safety initiatives and actions.

Aboriginal Action Plan 2009-2012 - Roads and Maritime Services

This strategy is the NSW Government's commitment to addressing the involvement of Aboriginal people in road traffic crashes.

SETTING THE SCENE

SETTING THE SCENE FOR A NEW STRATEGY

CREATING DEMAND FOR TRAVEL

Understanding our population characteristics, why people travel, where people travel and the modes of travel is important to achieve improvements in road safety. Managing travel demand can create a safer, more efficient and more sustainable transport system and allows governments to direct road and transport investment and road safety interventions to areas of highest demand.

In the local and regional profiles we identify a number of factors which will affect our future transport needs and exposure to risk of traffic injury including; future development, population growth, increase vehicle kilometres travelled, increase freight movements; potential for congestion; and an ageing population.

LOCAL PROFILE – BALLINA SHIRE

The people

Ballina Shire is located within the Northern Rivers Region of NSW and Council acknowledges that we are on the land of the Bundjalung people. Ballina Shire has an approximate population of 40,000 people. It is anticipated that the shire will experience a population increase of 37 per cent by 2036, with an additional 8,000 dwellings by 2031. Growth areas and land release areas include Lennox Head, Cumbalum, Wollongbar, and North Ballina.

The main townships are Alstonville, Ballina, Lennox Head, Wardell and Wollongbar. Ballina CBD operates as the primary business and civic centre for the shire. Ballina Shire LGA is bordered by the Byron Shire Local Government Area (LGA) to the north, Richmond Valley LGA to the south and Lismore City LGA to the west.

According to 2011 Census data, over 63 per cent of residents live and work in the area, and 27 per cent of the working residents travel outside of the area to work. Car is the primary mode of transport in the shire. Approximately 70 per cent of trips to work are by private vehicle. Public transport makes up not even one per cent, walking and cycling accounts for 5.3 per cent, while travel by motorcycle accounts for 0.6 per cent.

The road environment

The Ballina Shire has an extensive road network servicing its residents, and visitors to the shire. The management of the road network is shared between the state government and local government. A three tier hierarchy is in place with Roads and Maritime Services managing state roads and Council managing regional and local roads.

State roads include the Pacific Highway and the Bruxner Highway. Both highways are key transport corridors within the shire and the region. The Pacific Highway is the major link north from Ballina to the Queensland border and south to Sydney. The Bruxner Highway starts at the junction with the Pacific Highway at Ballina and is a major transport corridor to Lismore and Casino and across the Great Dividing Ranges to Tenterfield.

Council is responsible for managing and maintaining a total road length of 660 kilometres, which is close to 80 per cent of the road network. Communities rely heavily on both our regional and local road network to connect our towns, villages, rural and more remote areas to access health, education, employment and retail. The regional road network provides key transport corridors from Ballina to Lennox Head; Ballina to Byron Bay; and provides an important link between the Pacific Highway and the Bruxner Highway. Council also maintains bridges, car parks, bus stops, cycleways and a large network of footpaths and shared paths across the shire.

REGIONAL PROFILE – NORTHERN RIVERS

The people

Almost half of the population in the Northern Rivers Region is concentrated within the four regional centres of: Tweed Heads (24%); Lismore (12%); Ballina (7%); and Casino (4%). Outside of these centres, the population is dispersed across many smaller towns and villages and rural locations. The four regional centres are significant social, employment, educational and retail links in the region and create important links to South East Queensland.

It is anticipated that the region will experience a population increase of 37% by 2036 . Ballina, Tweed Heads and coastal settlements east of the Pacific Highway is expected to experience the greatest future population growth.

The region's population is ageing, with the proportion of the population aged 65 years or over expected to increase from 19 per cent in 2011 to 28 percent in 2031. An ageing population will change travel patterns and require improved transport access to health and aged care services in the region's main centres.

The road environment

Key transport connections between the regional centres include: Ballina and Lismore, Lismore and Byron Bay, Ballina and Byron Bay, Murwillumbah and Tweed Heads; Casino and Lismore. The region is expected to experience increase road use largely driven by population increases, increase freight movement and regional tourism.

The car is the primary mode of transport in the region and travel between the regional centres is predominantly by road. Approximately 90 per cent of trips to work are by private vehicle. Public transport makes up only one percent, while walking accounts for five percent. The availability of trains, buses, taxis, community transport and the encouragement of active transport options is important for our region in terms of improving the transport system and to sustain future population growth.

KEY TRANSPORT CHALLENGES FOR THE NORTHERN RIVERS REGION

- Delivering better transport links to and within regional centres.
- A better mix of transport options.
- Ensuring convenience, reliable and safe travel, maximising the use of our transport networks – bus, rail and taxi services.
- Ensuring state roads support the needs of regional communities
- Making walking and cycling easier and safer when travelling within towns.
- Facilitating access to vital services for an aging population.
- Identifying and observing key transport corridors.
- Finding workable transport solutions that preserve the amenity of country towns.

Source: Northern Rivers Regional Transport Plan (December 2013)

Road crashes

In the Northern Rivers region from 2008 to 2012, there were 167 people killed and 5,441 people injured. Speed was factor in 31 per cent of all crashes; fatigue was a factor in 11 per cent; and alcohol was a factor in 9 per cent of all crashes.

Car crashes accounted for 78 per cent of all crashes; motorcycle crashes accounted for 14 per cent; and light truck and heavy vehicles accounted for 21 per cent of all crashes in the Northern Rivers region.

CRASH PROFILE

In order to achieve further road safety improvements over the next ten years, it is important to understand the current nature and extent of road trauma in the Ballina Shire. A detailed analysis of fatal and injury crash data was undertaken using crash data obtained from the Roads and Maritime Services.

Most of the data was analysed for the five year period from January 2008 to December 2012. Some analysis has been undertaken over a ten-year period to demonstrate crash trends over a longer period and to allow more detailed patterns to emerge.

The crash data analysis provides the opportunity to track our road safety performance over the past 10 years and provides an evidence base for our successive Road Safety Strategy (2014/15-2023/24).

A summary of Council's road safety progress, the shire's fatal and injury crash trends and current road safety problem areas have been identified in this section. A more comprehensive crash profile is presented as Appendix A (including definitions and explanatory notes).

ROAD SAFETY PROGRESS: HOW WE'RE TRAVELLING

Over the life of the previous Road Safety Strategic Plan (2007-2012), we have seen some significant reductions in the number of people killed and injured on our local roads. Improvements include:

- The number of persons killed in crashes dropped significantly from 33 fatalities for the five year period from 2003 to 2007, to 14 fatalities from 2008 to 2012 (Figure 1).
- The number of persons injured in road crashes also dropped significantly from 814 people injured for the five year period from 2003 to 2007, to 682 from 2008 to 2012 (Figure 2).
- The lowest number of injury crashes was recorded in 2012.
- No motorcyclist or cyclist was killed in the five years, from 2008 to 2012.
- The number of fatal crashes where speed was a contributing factor dropped from 14 (2003 to 2007) to six (2008-2012). The number of people injured reduced by six.
- The number of crashes where alcohol was a contributing factor dropped from 4 (2003 to 2007) to 3 (2008-2012). The number of people injured reduced by 11.
- No person has been killed in a crash where fatigue was a contributing factor since 2009. The number of persons injured reduced by 23.

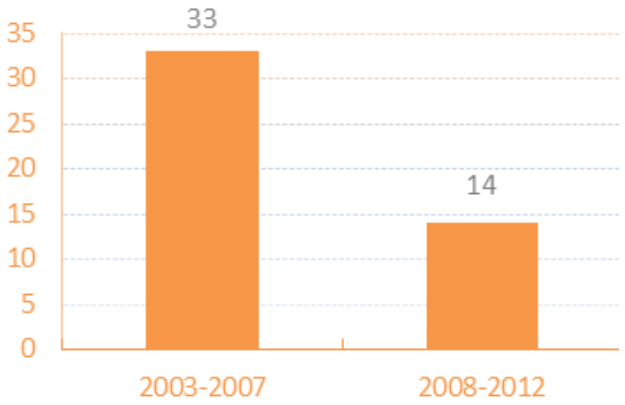

Figure 1 Comparison of the number of persons killed in the Ballina Shire from 2003-2007 and 2008-2012

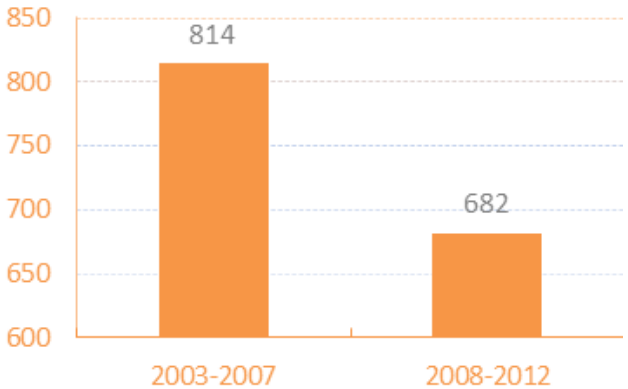

Figure 2 Comparison of the number of persons injured in the Ballina Shire from 2003-2007 and 2008-2012.

FATAL AND INJURY TRENDS

TEN-YEAR CRASH TREND

In the Ballina Shire from 2003 to 2012, 47 people were killed and 1,496 people were injured in crashes.

Figure 3 shows the number of people killed per year over ten years. There has been a significant reduction in fatal crashes over the past ten years, particularly over the past five years. From 2003 to 2007, there were 31 fatal crashes, compared to 14 fatal crashes in the five years from 2008 to 2012, with the lowest number of fatal crashes recorded in 2011.

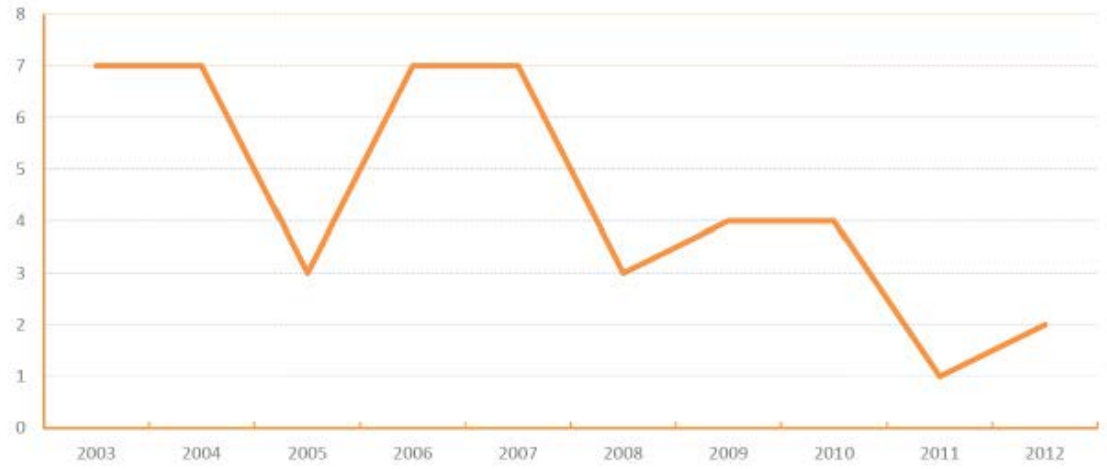

Figure 3 Trends in the number of fatal crashes in the Ballina Shire from 2003 to 2012.

Figure 4 shows the number of people injured per year over ten years. The improvements were not so dramatic in the injury crash rates, with only a slight downturn trend in the number of injury crashes over the past ten years. From 2003 to 2007, there were 584 injury crashes, compared to 534 injury crashes in the five years from 2008 to 2012, a reduction of 50 injury crashes.

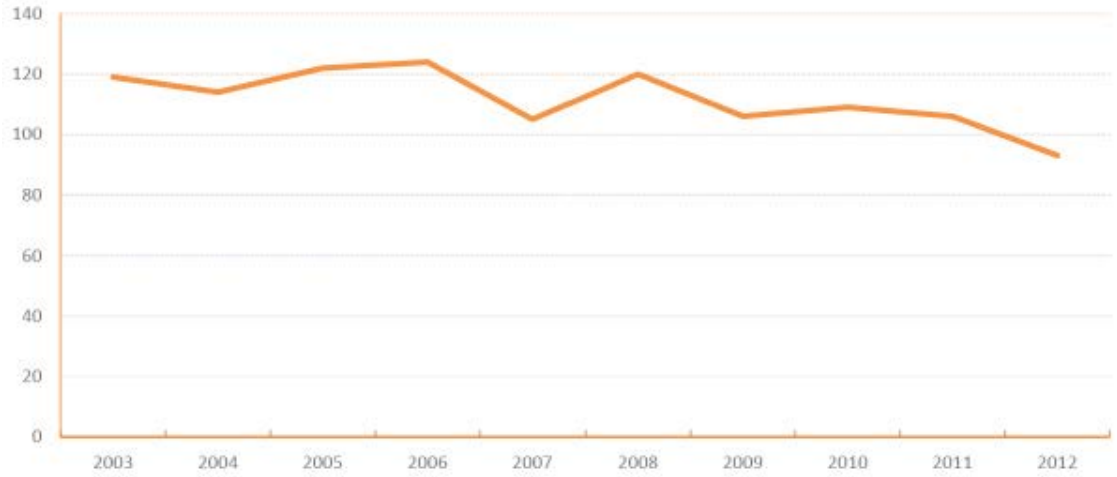

Figure 4 Trends in the number of injury crashes in the Ballina Shire from 2003 to 2012.

Contributing factors

Over the 10 year period, speed, alcohol and fatigue are the three biggest killers on our local roads.

Speed

Speeding was a factor in 44 per cent of fatal crashes and 23 per cent of injury crashes in the Ballina Shire from 2003 to 2012. Twenty-two people (22) were killed and 340 people were injured in these crashes.

Ballina Shire has experienced a positive downward trend in the overall number of crashes where speed was a contributing factor (fatal, injury and non-casualty crashes). There was a significant reduction in the number of fatal crashes; from 16 fatalities for the five-year period from 2003 to 2007, to six (6) fatalities over the five years from 2008 to 2012. However, less impressive results for injury crashes; injury crashes have fluctuated slightly over the ten years with a very slight decrease in the five-year period from 2008 to 2012, (Figure 5).

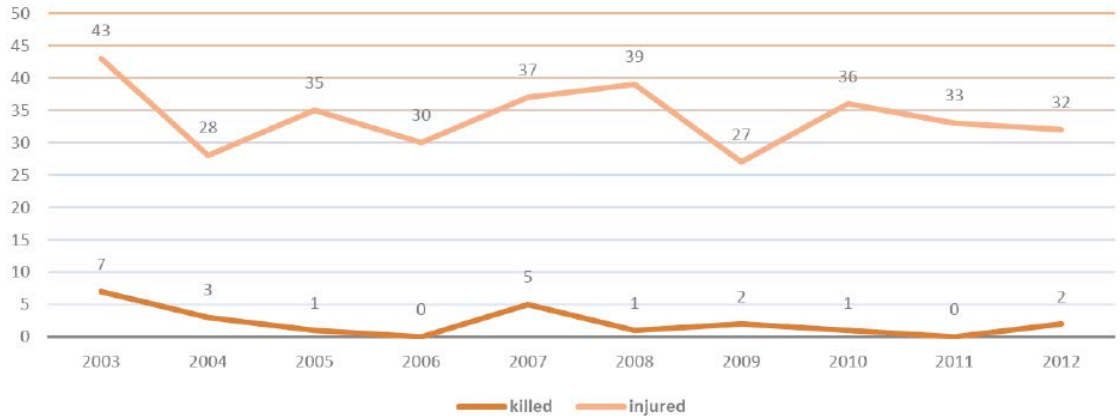

Figure 5 Trend in the number of casualties (people killed or injured) where speed was a contributing factor in the Ballina Shire from 2003 to 2012.

Alcohol

Alcohol was a contributing factor in 16 per cent of fatal crashes and 6 per cent of injury crashes in the Ballina Shire from 2003 to 2012. Seven people (7) were killed and 99 people injured in these crashes.

Fatal crashes where alcohol was a contributing factor have fluctuated between zero and two (2) people over the ten-year period. There was a slight reduction in injury crashes from 55 injury crashes for the five-year period from 2003 to 2007, to 44 injury crashes over the five years from 2008 to 2012, (Figure 6).

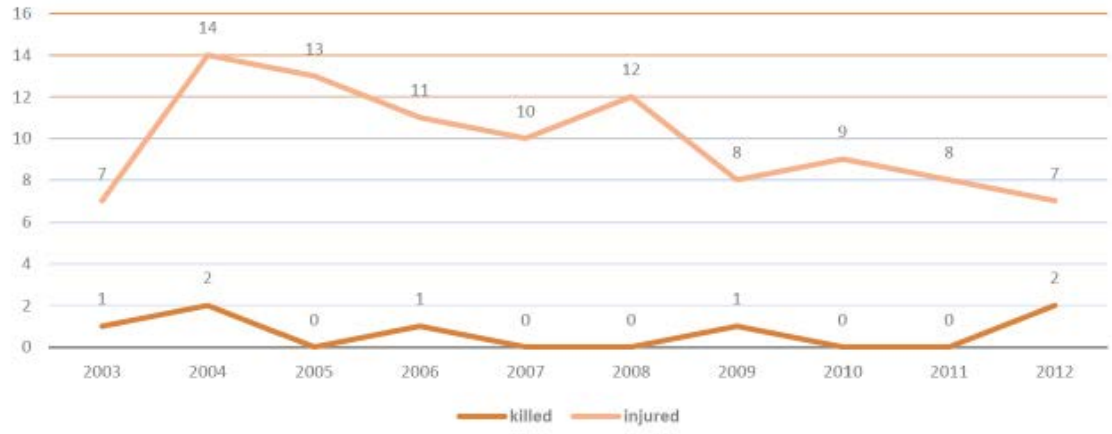

Figure 6 Trend in the number of casualties (people killed or injured) where alcohol was a contributing factor in the Ballina Shire from 2003 to 2012.

Fatigue

Fatigue was a contributing factor in 16 per cent of fatal crashes and 10 per cent of injury crashes in the Ballina Shire from 2003 to 2012. Seven people (7) were killed and 133 people injured. There has not been a fatal crash where fatigue was a contributing factor since 2009. Injury crashes where fatigue was a contributing factor have fluctuated over the ten-year period. There was a significant reduction in injury crashes in 2011, but no obvious explanation for this reduction. Despite this significant reduction in injury crashes in 2011, injury crashes began to rise again in 2012, (Figure 7).

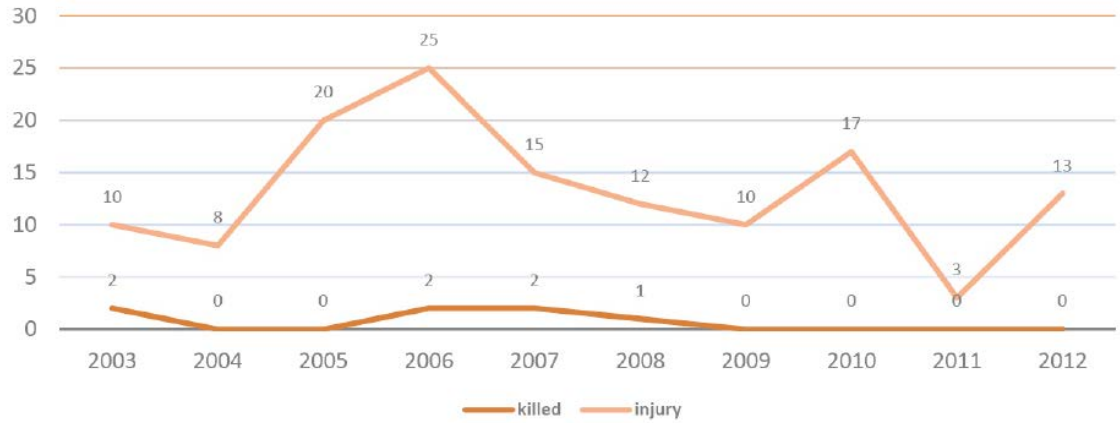

Figure 7 Trend in the number of casualties (people killed or injured) where fatigue was a contributing factor in the Ballina Shire from 2003 to 2012.

FIVE-YEAR CRASH TREND

In the Ballina Shire from 2008-2012, there was a total of 547 casualty crashes (people killed or injured), 14 people were killed and 682 people were injured. Of these casualties 31 persons (4.4%) were not wearing a seat belt.

We have experienced a slight downturn trend in the number of casualty crashes over the past five years, (Figure 8).

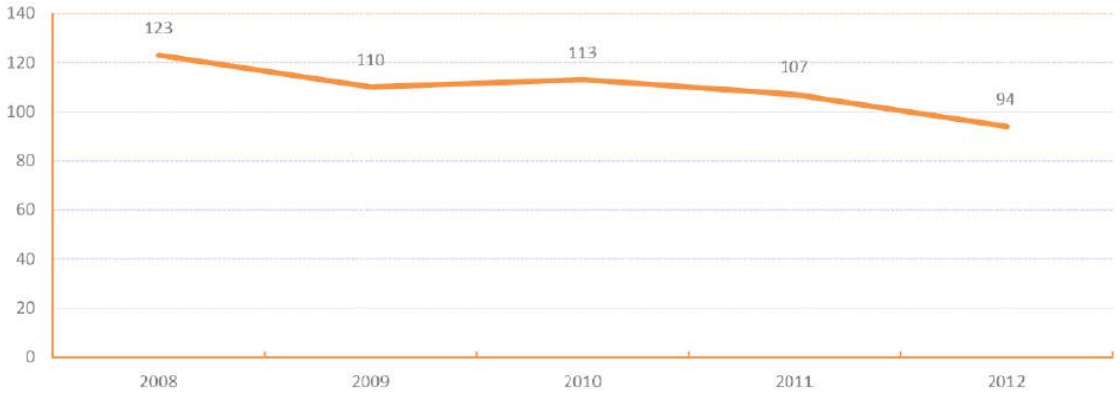

Figure 8 Trend in the number of casualty crashes (persons killed or injured) in the Ballina Shire from 2008 to 2012.

Contributing factors

Speed was a contributing factor in 131 (24%) casualty crashes, fatigue was a factor in 50 (9%) casualty crashes and alcohol was factor in 35 (6%) casualty crashes, (Figure 9).

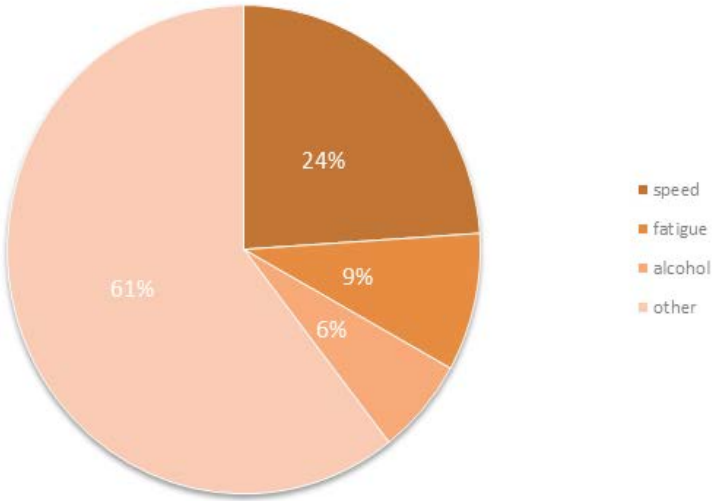

Figure 9 Casualty crash types and their contributing factor in the Ballina Shire from 2008 to 2012.

Crash type

Car crashes comprise 80 per cent of the casualty crashes. Light truck crashes (vehicles uner 3.5 tonnes) comprise 16 per cent, motorcycle crashes comprise 13 per cent of the casualty crashes. Pedal cycle crashes and crashes involving all truck types (light, rigid and articulated truck crashes) were higher than the five-year averages for NSW and the Northern Region (Figure 10).

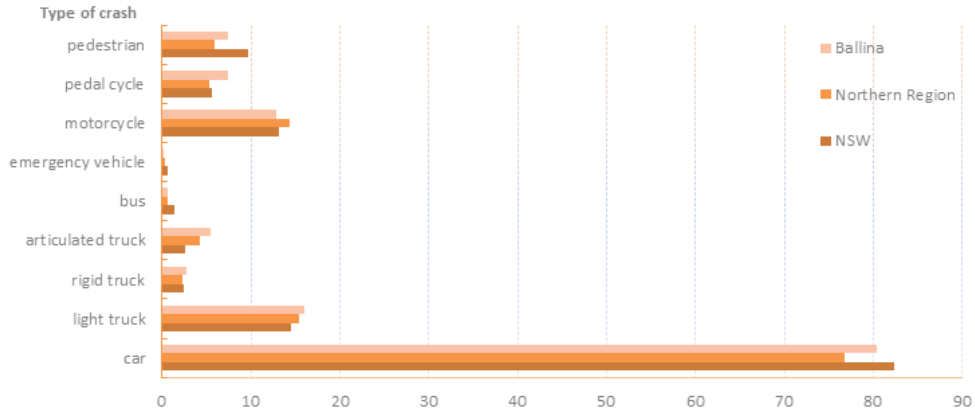

Figure 10 Percentage and type of vehicles involved in casualty crashes in the northern Region, NSW and the Ballina Shire and NSW from 2008 to 2012. * These categories are not mutually exclusive.

The most common fatal crash types were a vehicle running off the road on a curve and hitting an object (5 crashes or 36%), head-on crashes (4 crashes or 29%) and pedestrian crashes (3 crashes or 21%) (Figure 11).

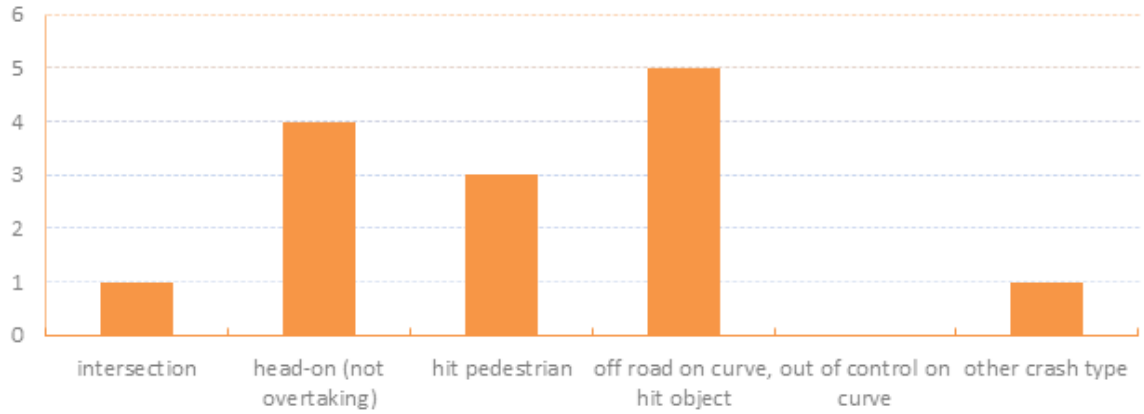

Figure 11 Fatal crash types in the Ballina Shire from 2008 to 2012. * Not all crash types have been displayed.

The most common injury crash types were at intersections (91 crashes or 16.6%), rear-enders (83 crashes or 15.2%), or crashes involving a vehicle running off the road on a curve and hitting an object (79 crashes or 14.4%), (Figure 12).

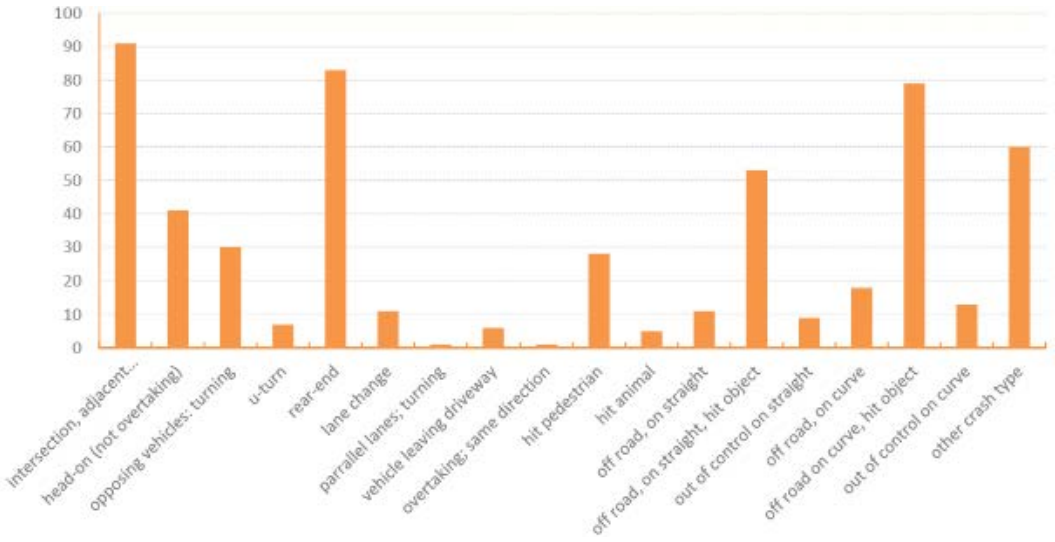

Figure 12 Injury crash types in the Ballina Shire from 2008 to 2012. * Not all crash types have been displayed.

Road classification

Six (43%) of the 14 fatal crashes occurred on the Pacific Highway (state road) and eight (57%) fatal crashes occurred on roads managed by Council (regional or local roads) (Figure 13).

Two-thirds or 346 (66%) injury crashes occurred on regional or local roads managed by Council (Figure 14). The remaining 187 (34%) of the injury crashes occurred on State owned roads, on the Pacific Highway and the Bruxner Highway.

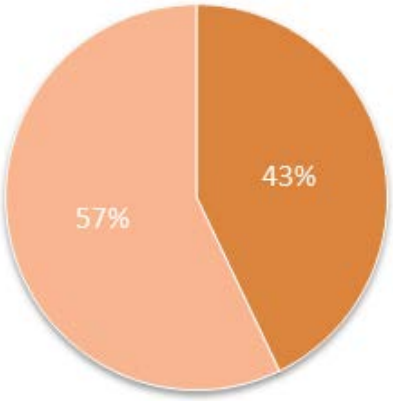

Figure 13 Percentage of fatal crashes in the Ballina Shire on state and local road types from 2008 to 2012.

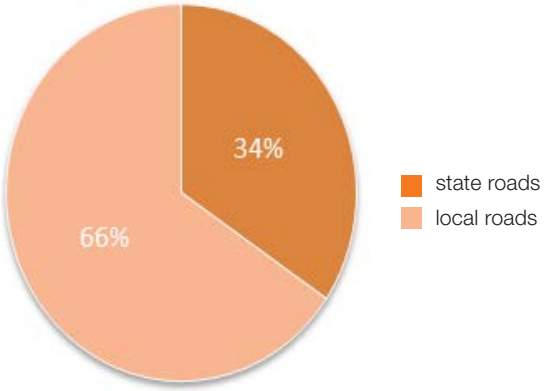

Figure 14 Percentage of injury crashes in the Ballina Shire on state and local road types from 2008 to 2012.

Age and gender

Young road users aged 17-25 years were over-represented in casualty crashes. While young adults aged 17-25 years comprise only 8 per cent of the population, they account for 22 per cent of drivers involved in crashes resulting in death or injury, (Figure 15 and Figure 16).

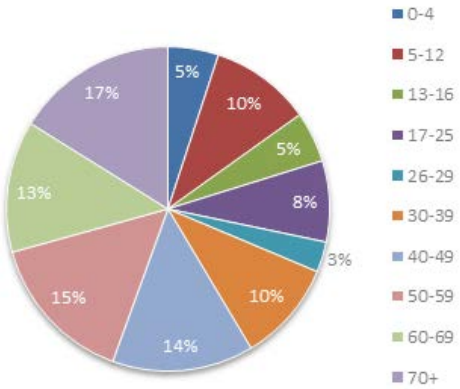

Figure 15 Ballina Shire LGA population age groupings (2011 census data).

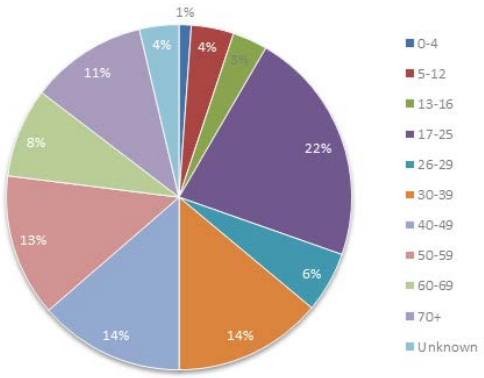

Figure 16 Percentage of casualties by age group in the Ballina Shire from 2008 to 2012.

Figure 17 shows the number of casualties, their age group and gender. Although the number of years in each age grouping is not equal, clearly young males and females aged 17-25 years were highly represented in casualty figures.

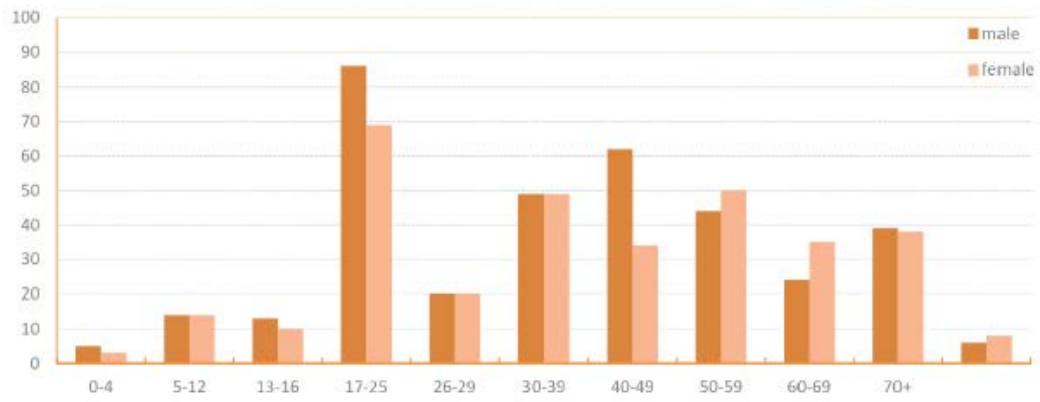

Figure 17 Number of casualties by age group and gender in the Ballina Shire from 2008 to 2012.

Road user category

Motor vehicle drivers and motor vehicle passengers accounted for 553 (79%) of the casualties; people killed or injured in crashes, (Figure 38). Vulnerable road users (motorcyclists, cyclists and pedestrians) accounted for the remaining 151 (21%) of the casualties. Four (4) of the fatalities were pedestrians (Figure 18).

Figure 18 Number of people killed or injured by road user category in the Ballina Shire from 2008 to 2012.

CURRENT ROAD SAFETY PROBLEM AREAS

The crash data analysis identified key road safety problem areas to be targeted and provides an evidence base for the successive Road Safety Strategy (2014/15-2023/24).

Road user groups at risk

- Motor vehicle drivers: Car drivers, drivers of light trucks and heavy vehicles, motorcyclists, young drivers aged 17 to 25 years (both male and female), provisional licence holders and older drivers aged 60 years and older.
- Passengers: Young passengers aged 17 to 25 years and children aged 0 to 16 years, females across all ages.
- Motorcyclists: Males aged 40 to 59 years and 17 to 25 years.
- Pedal cyclists: Males, riders aged 5 to 16 years and 30 to 39 years.
- Pedestrians: Males and females aged 70 years and older, females aged 60 to 69 years and children aged 5 to 16 years.

Common crash types

- The most common injury crash types were at intersections; rear-enders; and crashes involving a vehicle running off the road on a curve and hitting an object.
- The most common fatal crash types were a vehicle running off the road on a curve and hitting an object, head-on crashes and pedestrian crashes.

Time of the day and time of the year for targeting:

- School travel times and the times people traditionally travel to and from work.
- Holiday periods (public holidays and school holidays), particularly Christmas, December and January school holidays and Easter school holidays.

Road and weather characteristics

- Most casualty crashes occurred in speed zones posted 80km/h, 50km/hr, 60km/hr and then 100km/h respectively
- Most fatal crashes occurred in speed zones posted 100km/h and 80km/h, then 50km/h respectively.
- Most casualty crashes occurred in dry conditions, daylight hours and in fine weather.

Road classification

- Two-thirds of casualty crashes occurred on regional or local roads managed by Council and the remaining either on the Pacific Highway or the Bruxner Highway.
- Almost half of the fatal crashes occurred on the Pacific Highway.

Contributing factors

Speed, alcohol and fatigue are the three of the biggest killers on roads. We will continue to target these high risk behaviours to reduce road trauma.

The non-use of seat belts and bicycle helmets contributes to the severity of road crashes.

OUR NEW STRATEGY

OUR NEW STRATEGY

VISION

> *"Create a safer road transport system for all road users that reduces the incidence of death and serious injury."*

OUR TARGETS

Setting targets for reducing the incidence of road traffic injury can improve road safety outcomes.[1] Setting out to achieve local targets is our commitment to improving road safety and our contribution to reducing death and serious injury on our country's roads.

This strategy has set the following casualty reduction targets to be achieved by 2023/24.

On roads managed by Council we aim to reduce the number of deaths and serious injuries by at least 30 per cent.

Our targets have been set in accordance with both the federal and state government's road safety targets to reduce deaths and serious injury by 30 per cent (during the life of their respective road safety strategies, over ten years).

"The time to act is now. Road safety is no accident."

TOWARDS ACHIEVING A SAFE SYSTEM

Council will adopt the Safe System approach to achieving a safer road transport system for all road users and reducing road trauma. The Safe System approach originated in Sweden and the Netherlands and was officially endorsed by the Australian Transport Council (ATC) in 2003. This approach now guides road safety policy in all jurisdictions across Australia and Internationally, (Figure 3).

Central to the Safe System is an acknowledgement of our limited ability as humans to tolerate physical force. It also recognises human error in the system is inevitable no matter how educated and compliant we are in obeying traffic laws.

The Safe System objectives are to:

- Make the road transport system more accommodating of human error.
- Manage the forces that injure people in a crash to a level that the human body can tolerate without serious injury or deaths.
- Reduce the incidence of error.

The Safe System approach argues that for as long as mistakes are likely, all road users need to be protected – and this protection is best provided by four cornerstones – safer roads and roadsides, safer speeds, safer vehicles and safer road users.

The Safe System approach builds on the traditional Engineering, Education and Enforcement road safety approach by focusing attention not only on the road user and risky behaviour but on the design and management of road infrastructure, vehicles and travel speeds, recognising that road trauma levels are largely determined by the interaction of these key elements.

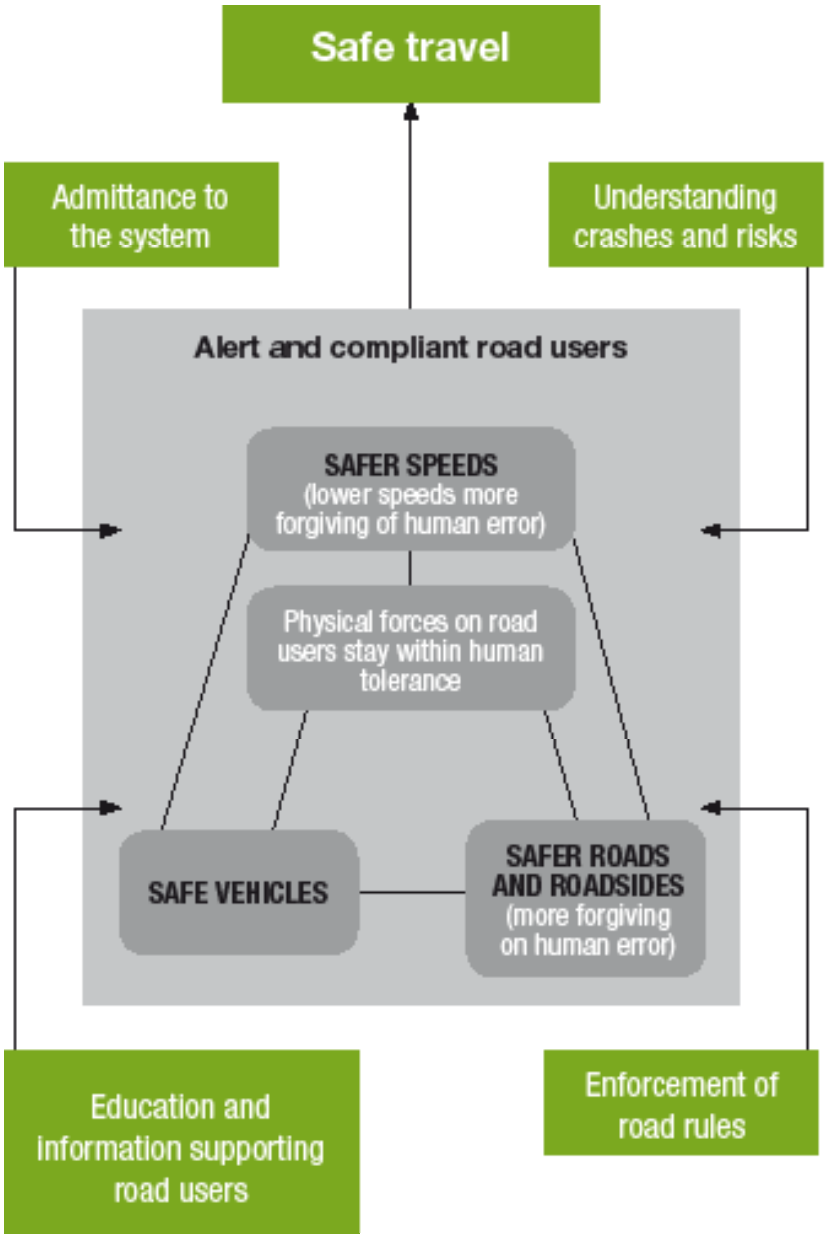

Figure 19 Australia's Safe System Framework

This approach is a fundamental change in the way people think and act in relation to road safety. It moves away from a blame approach to a genuine shared responsibility between users (such as drivers, riders, passengers, cyclists and pedestrians), and transport designers and managers (such as engineers, planners, policy makers, employees, enforcement officers and vehicle manufacturers).

The formation of this Road Safety Strategy is firmly based on strengthening the key elements of the Safe System. The key elements are:

- People make mistakes – We need to recognise that people make mistakes and crashes will continue to occur.
- People are vulnerable - The human body has a limited ability to withstand the physical forces generated in the event of a crash, before being seriously injured or killed in a crash.
- Road safety is a shared responsibility - System designers, road authorities, vehicle manufacturers and all those directly or indirectly involved in roads traffic including people who use the roads, must all share responsibility for creating a road transport system where crashes do not result in death or serious injury.
- Mainstreaming efforts to improve the safety of all parts of the system - Building safer roads and roadsides; travel at safer speeds; safer vehicles; and safer road users.[2]

WHAT DOES A SAFE SYSTEM LOOK LIKE?

- Roads and roadsides will be safer because transport planning, urban planning, and road design will be predictable and accommodate errors; road surfaces will be improved and roadside hazards removed or barriers installed.
- Speed will be managed to safe levels through more appropriate limits, and there will be more self-explaining roads and roadsides that show people what safe speeds mean.
- Vehicles will increasingly have advanced safety features, including electronic stability control, front and side curtain airbags and head restraints, collision avoidance systems and better maintenance of tyres and brakes.
- Road users will be competent, alert and aware of the risks. Road users will drive or ride to the conditions; there will be more in-vehicle technologies to give drivers safety feedback, ensure alertness and reinforce compliance with the road rules.

Source: Australasian College of Road Safety (2010) Safe System Approach: Fact Sheet

ENGAGED LEADERSHIP

Given the increasingly ambitious goals set for continuous improvements in road safety, engaged leadership is vital to the success of this Road Safety Strategy. We need our leader's commitment to road safety so that our employees are engaged, and together we can inspire change within our community.

As a road authority, as a planning authority, an employee, fleet manager and as a community leader, we are well placed to create a cultural shift and deliver a renewed focus in road safety. This Road Safety Strategy (2014/15-2023/24) is our commitment to road safety over the next ten years.

As engaged leaders in road safety we are committed to:

- Achieving a whole of organisation understanding and commitment to applying Safe System principles.
- Investing in, planning, developing and implementing evidence based road safety initiatives to reduce road trauma.
- Raising the profile of road safety.
- Facilitating the involvement of local businesses, government agencies and community groups in road safety initiatives.
- Improving the coordination of local government road safety initiatives with regional, state, and national road safety initiatives.
- Engaging community and encouraging ownership of the road safety issues.
- Reviewing and evaluating the effectiveness of road safety initiatives.

Our first step will be to increase organisational understanding of the Safe System approach, clarifying the current level of capacity of Council to adopt a Safe System, and move towards embedding this approach in Council planning and policy. As part of the process we will require a flexible framework which considers available resources including finances, current and desired service levels, and Council priorities.

Road safety impacts across a wide range of council functions and responsibilities. Recognition of this Road Safety Strategy in Council's corporate and strategic planning framework will ensure the Safe System principles are embedded in council's land use planning and transport planning framework and infrastructure delivery programs.

The Local Government Road Safety Program (LGRSP) will continue to be a primary avenue for delivering our commitment to road safety. The LGRSP is a partnership program between local council's, Transport for NSW and the Roads and Maritime Services to reduce the likelihood of deaths and injuries from road trauma in local communities.

Council has participated in the LGRSP for more than 10 years and during this time employed a Road Safety Officer (RSO) in our Civil Services Group (Asset Management). Through this program, council will continue to champion the profile of road safety, leverage funding opportunities and work harder to develop a culture of road safety ownership with elected members, council employees, key partners and within the community.

A SHARED RESPONSIBILITY

Whilst council intends to play a key role in creating a safer road transport system for all road users and reducing road trauma, we strongly support the notion that road safety is a shared responsibility.

Critical to successfully implementing this Road Safety Strategy is forming and maintaining partnerships with other levels of governments, non-government organisations, road safety agencies, the private sector, and the community to ensure joint ownership, responsibility for and engagement in road safety.

We will continue to work in collaboration with all of the key agencies involved in road safety: Transport for NSW, Roads and Maritime Services, and NSW Police to address current and future road safety challenges.

Council will continue its work with Northern NSW Local Health District, the education sectors, Department of Education and Communities, Catholic Education Commission and the Association of Independent Schools, NRMA Motoring and Services, industry and road user groups and transport providers to deliver a range of interventions to improve road safety.

In addition to these organisations, other groups have an important role to play and are drawn into the partnership or consulted at key opportunities. These groups include the Ballina Liquor Accord, Ballina Transport Working Group,

Sustain Northern Rivers, Social Development Council, and the local media.

The Local Traffic Committee is an important road safety partnership and we will continue to work with the formal members of the Committee including the NSW Police, Roads and Maritime Services and the Local State Member of Parliament (or their nominee) to ensure a safer road transport system.

The Access Reference Group is another important partnership, providing opportunities to work with key stakeholders and community members to ensure the mobility, accessibility and safety needs of our community are addressed in council planning.

We will also work more closely with the Ballina Shire Youth Council and external youth organisations to address youth-related road safety issues.

Most importantly, we will actively seek further opportunities to collaborate and engage the community. We will support people through a renewed focus in road safety so that people know the responsible thing to do, know the risks and the devastating outcome of unsafe road user behaviour.

We all need to play our part in making our road system safer and reducing road trauma. In this strategy we are calling on you to do your part too.

WHAT YOU SAID

Because we are serious about road safety being a shared responsibility, one of our first steps in developing this strategy was to engage the community. We asked you what road safety issues matter to you and what road safety improvements you would like to see.

Over 90 responses to the road safety community survey were received. The responses have been compiled and included under the four key outcomes; Safer Roads and Roadsides, Safer Speed, Safer Vehicles and Safer Road Users.

Some responses contained references to road safety improvements at specific locations. These responses have been forwarded to Council's Engineering Works section for consideration and action.

ACHIEVING OUR ROAD SAFETY VISION

In this Road Safety Strategy (2014/15-2023/24) we have aligned the four key outcomes with the four cornerstones of the Safe System approach - Safer Roads and Roadsides (SRR), Safer Speeds (SS), Safer Vehicles (SV) and Safer Road Users (SRU).

Under each of the **outcomes** is a series of **priorities**, which will help us achieve our vision and meet our targets for reducing death and serious injury on our local roads. Under each priority are key actions, identifying what road safety initiatives will be implemented. The linkage between the **outcomes, priorities and key actions** is shown in Figure 20.

Figure 20 Linkage between the outcomes, priorities and key actions.

STRATEGY TO ACTION

This strategy is accompanied by a ten year action plan. The Action Plan (2014/15-2023/24) is a compilation of practical road safety initiatives that will be developed and implemented over the next ten years.

The new strategy and action plan adopts a longer term horizon than the previous Road Safety Strategic Plan (2007-2012). This brings road safety planning into line with the Council's Community Strategic Planning framework. This longer term horizon makes it all the more essential to engage in a continuing process of review and adaptation of initiatives through the lifetime of the strategy. In this context, provision is made for a review of the action plan every three years. The timing of the action plan review will be in accordance with the Local Government Road Safety Program. A further two actions plans will be released over the life of this strategy.

Contained within the Action Plan (2014/15-2023/24) is the timeframe for the implementation of each action, key partnerships are identified, as well as the council section responsible for implementing each action and the resource implications for road safety initiatives.

MONITORING OUR ROAD SAFETY PERFORMANCE

Monitoring our road safety performance will be a continuous and systematic process. In the Community Strategic Plan, the Road Safety Strategy is identified as a means to achieving direction one: A Connected Community. The Delivery Program and Operational Plan (combined document) acknowledges the Road Safety Strategy as an action to achieve the outcome: CC1 We feel safe. In accordance with our internal reporting mechanisms, we will report on the progress of the Road Safety Strategy on a quarterly basis.

Other activities to monitor and evaluate our success in achieving our road safety vision and targets include the following:

- The development of a Road Safety Steering Committee to monitor and evaluate the progress of the Road Safety Action Plan. Membership will include Council, Roads and Maritimes Services and NSW Police.
- A bimonthly road safety report presented to the Local Traffic Committee.
- An annual review of Ballina Shire's crash profile to monitor the achievement of our targets and road safety performance.
- A review of the Road Safety Action Plan (2014/15-2023/24) every three years.
- Monthly reporting and evaluation of local road safety projects funded through the Local Government Road Safety Program.
- Implementation of the Road Safety Strategy is included in the performance assessment of the Road Safety Officer.

STRATEGY TO ACTION

OUTCOME : **SAFER ROADS AND ROADSIDES (SRR)**

Whether building safer new roads, making safety improvements to existing roads or maintaining existing roads, the undeniable fact is that more investment in our road network will help save lives.

In the Ballina Shire from 2008 to 2012, the most common casualty crash types were at intersections (16.6%), rear-enders (15.2%), and crashes involving a vehicle running off the road on a curve and hitting an object (14.4%). The most common fatal crash type was a vehicle running off the road on a curve and hitting an object (5 crashes), head on crashes (3 crashes) and pedestrian crashes (3 crashes). Over two thirds of all crashes were single vehicle crashes and occurred on our regional and local road network.

Research supports the road environment has the greatest impact on road trauma and safety treatments to the road and roadside minimises the chances of a crash happening, and, if they do occur, they minimise the consequences of a crash.[3] The impact of road condition on safety is even more pronounced on rural networks.[4]

The quality of road infrastructure design is critical in two ways: in the initial design of the road and in the subsequent safety treatments of sites with a high crash risk or incidence rate. Treatments or countermeasures to the road environment commonly include enhancements to road alignment and geometry, removal or protection of hazards in the road reserve (including roadsides), enhanced signage or pavement markings, as well as addressing safety issues related to environmental/ weather and road surface conditions.

A safer road transport system will start with better planning; integrating Safe System principles into transport planning, land-use planning and infrastructure projects. As the key road authority and planning authority, local councils are responsible for much of the road network and local development. Council has a major role in influencing travel demand, managing local traffic flows, and providing local infrastructure improvements including the provision of safer environments for all road users including motorcyclists, cyclists and pedestrians.

The road network within the shire comprises two distinctive parts from an operational and funding perspective. The Highway network that traverses the shire, which comprises the Pacific Highway and the Bruxner Highway, the maintenance of which is 100 per cent funded either directly or indirectly by the Roads and Maritime Services. The remaining 'local road network' (regional and local roads) is the responsibility of Council. While some grant funding is provided by State and Federal Governments for road maintenance and upgrading of the local road network, the responsibility for maintenance of most roads is borne overwhelmingly by the rate payers of the shire.

It is the Engineering Works function within council that carries out maintenance and construction activities for all infrastructure for which Council is responsible including roads, drainage, sewerage system, bridges, footpaths, cycle ways, shared paths, street lighting and other civil engineering assets.

WHAT YOU SAID

- Improve road maintenance, particularly in the CBD's. Include the regular clearing of debris in drains after heavy rainfall to reduce the flow of surface water over the road.
- Consider the use of stop signs at intersections as opposed to give way signage.
- Improve road surface conditions at roundabouts and on the approach to roundabouts.
- Remove vegetation or structures in the centre of roundabouts to improve sight lines.
- Consider pedestrian and cyclist safety when designing roundabouts and intersections.
- Improve traffic control signage in work sites, specifically the positioning of signs and the duplication of signs over an extended site.
- Poor line marking on roads in some parts of the shire.
- Increase the brightness of street lighting.
- Improve roadsides for cyclists, remove debris and fix potholes.
- Develop a network of well-planned cycleways which are marked and signposted to enable cyclists to commute safely and efficiently to and from towns and villages.
- Develop more off-roads paths for mountain bike riders.
- Slow traffic and implement traffic calming measures to improve safety for pedestrians and cyclists, especially in towns and villages.
- Implement an audit of footpaths and shared paths and a regular maintenance regime to sustain the integrity of the paths and to ensure quality resurfacing, repairing and maintenance works.
- Remove hazards on shared paths including sand, broken glass, other debris and tree roots.
- Provide footpaths to separate pedestrians and motor vehicles, specifically on Rifle Range Rd.
- Widen shared paths in areas where there is a high volumes of pedestrian and bicycle traffic to accommodate all users (e.g. Kingsford Smith Drive).
- Improve signage and line marking on shared paths to reduce conflict between path users.
- Improved pedestrian crossing facilities from Ballina CBD to West Ballina. Pedestrian refugees are dangerous and difficult to negotiate.
- Road names need to be more prominently displayed.
- Improve street lighting at pedestrian crossings.
- Increase the length of time to cross the road at lights.

WHAT WE WILL DO

OUTCOME: **SAFER ROADS AND ROADSIDES (SRR)**

PRIORITIES

SRR1: Apply Safe Systems principles and better integrate land use planning and transport planning to improve safety for all road users.

SRR2: Deliver a roads and roadside maintenance and construction program that minimises risk to all road users.

SRR3: Improve the safety of vulnerable road users and encourage the uptake of more sustainable travel modes.

SRR4: Manage the impact of heavy vehicles on the local road network.

SRR5: Protect and increase funding streams for roads and roadside improvements.

PRIORITY SRR1: **Apply Safe Systems principles and better integrate land use planning and transport planning to improve safety for all road users.**

In the local and regional profiles we identified a number of factors, which will affect our future transport needs and exposure to risk of traffic injury. We will meet these challenges by continuing to conduct traffic studies and traffic modelling to assess the impact of land releases, development and infrastructure projects on current and future traffic demands, traffic flows and road user safety.

We will consider road safety as land is released and developed to minimise exposure to high risk traffic scenarios, provide efficient patterns of land-use, to provide safer routes for vulnerable road users and reduce potential for road user conflict.

We will develop road safety criteria and development controls to support the assessment of development proposals and the establishment of conditions of consent for future development. The criteria, based on the Safe System principles will also inform the preparation of infrastructure delivery programs funded through Council's local development contributions plans.

KEY ACTIONS

SRR1.1 Continue to incorporate the Road Safety Strategy as a strategic outcome in Council's Community Strategic Plan.

SRR1.2 Develop a communications strategy to assist with embedding Safe System principles in Council's planning and decision making (particularly the Infrastructure Planning and Engineering Works functions of Council), to be endorsed by elected members and senior management.

SRR1.3 For major infrastructure projects, conduct traffic studies and traffic modelling to assess the impact of major land releases on traffic demand, traffic flows and road user safety.

SRR1.4 Develop road safety criteria, based on Safe System principles to be applied to Development Control Plans, Development Applications, and Council's infrastructure projects.

SRR1.5 Review and implement the Roads Contribution Plan, enabling Council to upgrade road infrastructure and facilities to cater for demand generated by development and plan for a safer road environment.

PRIORITY SRR2: Deliver a roads and roadside maintenance and construction program that minimises risk to all road users.

We are committed to maintaining our investment in road and transport assets to improve asset condition and meet community and business needs. Whilst priority is given to critical areas addressing levels of service, demand, asset condition and lifecycle strategies, reducing risk for the community is a high priority.

Trying to fix all substandard sections or locations is costly. Council will be proactive and identify, document and rectify such hazards as early as possible to prevent crashes or reduce their severity. While it is perceived that most hazards exist on older roads, we aim to ensure potential hazards on new or planned roads do not arise. With due consideration to the expansive network of our road network, resourcing of road and transport assets (including funding), will be applied where it will achieve the most benefit, and in accordance with Council priorities and service level commitments.

We will continue to assess the condition of our road and transport assets and crash data to prioritise our future Capital Works Program. The collated road condition data combined with our own risk assessment processes will complement and verify our road maintenance program. We will deliver a roads maintenance program that addresses road surfacing, unsealed road maintenance grading, road patching, line-marking, signage, lighting and footpath/shared path repairs.

We will ensure roads and intersections with the greatest collective risk across the shire are identified and improvements made or programmed. To address run-off road crashes at high risk locations we will investigate opportunities to widen and seal shoulders, provide clear zones or safety barriers to protect motorists from hazards, reduce impact and injury severity. We will implement a Safe Intersections program to improve intersections with a high crash risk. Improving intersections will benefit all road users, including motorcyclists, cyclists and pedestrians.

KEY ACTIONS

SRR2.1 Collect, monitor and report on crash data, identifying regional and local roads with a high crash risk and the contributing factors to crash risk. Investigate opportunities to prioritise our future Capital Works Program to address key road safety issues.

SRR2.2 Implement the Roads and Transport Asset Management Plan to sustain safe operating conditions across Council's local road network.

SRR2.3 Utilising RELECT (electronic data collection software) manage Council's road maintenance and construction program. Deliver a program of periodic maintenance inspections of the local road network including inspections of footpaths, shared paths and cycleways, in accordance with the relevant Road Maintenance Procedures.

SRR2.4 Introduce road safety audits in the road design process for all major infrastructure projects.

SRR2.5 Deliver a Safer Intersection program, which identifies intersections with a high crash risk and includes a schedule of prioritised works to improve safety at these locations.

SRR2.6 Review and deliver the Roadside Vegetation Management Plan and relevant Road Maintenance Procedures.

SRR2.7 Develop a register of road signage (including speed zone signage).

SRR2.8 Deliver Council's Road Signs – New and Replacement Procedure, in accordance with Australian standards. Deliver signage at work sites in accordance with the Manual of Uniform Traffic Control Devices.

PRIORITY SRR3: **Improve the safety of vulnerable road users and encourage the uptake of more sustainable travel modes.**

We will consider motorcycle safety when designing, constructing and maintaining our road network including consideration of motorcycle safety in safety audits and black spot identification programs. Actions to improve road safety for motorcyclists will be delivered with due consideration of the NSW Motorcycle Safety Strategy 2012-2021 and Transport for NSW's document 'Making roads more motorcycle friendly: A guide for road design, construction and maintenance'

We want to be a bicycle and pedestrian friendly place, allowing cycling and walking to become more dominant modes of travel. The development of a new Bike Plan and the implementation of the existing Pedestrian Access and Mobility Plan (PAMP) will continue to improve path connectivity within our shire and with neighbouring Local Government Areas (LGA's) while maximising opportunities to separate cyclists and pedestrian from traffic. We will ensure our existing network commitments are strategically coordinated and improvements delivered in a timely manner, including the Coastal Recreational Pathway and Shared Path, the NSW Coastline Cycleway and our existing local network.

We will continue our support of the Northern Rivers Carpool initiative, and remain an active member of the Ballina Transport Working Group and the Sustain Northern Rivers Transport Group. We will promote active transport, as well as the availability and use of public transport.

KEY ACTIONS

SRR3.1	Provide targeted infrastructure treatments to address safety issues on popular motorcycle routes and roads with a high crash risk involving motorcyclists.
SRR3.2	Develop a Bike Plan. Improve the safety of cyclists by separating cyclists from traffic (where possible) and the utilisation of lower speed limit schemes.
SRR3.3	Deliver and monitor the Pedestrian Access and Mobility Plan (PAMP). Review PAMP in 2016.
SRR3.4	Develop emaps of Ballina Shire's cycleways, shared paths and footpaths.
SRR3.5	Improve consistency and compliance with Technical Directions, including line of sight at pedestrian crossings and intersections.
SRR3.6	Develop an implementation plan for improved signage and line marking on the shared path network, with consideration of the NSW Coastline Cycleway signage and in accordance with Australian standards.
SRR3.7	Deliver footpath, shared path and cycleway maintenance in accordance with the Footpath and Cycleways Inspection, Evaluation and Maintenance Policy and relevant Road Maintenance Procedures.
SRR3.8	Support and promote the Northern Rivers Carpool project.
SRR3.9	Continue as a member of the Sustain Northern Rivers Transport Working Group and support its sustainable transport initiatives. Promote the Going Places website and the Northern Rivers Transport Guide.
SRR3.10	Continue as a representative on the Ballina Transport Working Group and coordinate the Public Transport Information Day.
SRR3.11	Maximise funding opportunities under the Country Passenger Transport Infrastructure Grants Scheme to improve passenger transport facilities (e.g. taxi ranks, bus shelters etc.).

PRIORITY SRR4: Manage the impact of heavy vehicles on our local road network.

We will better plan for heavy vehicles at the development assessment stage to ensure development projects maximise heavy vehicle mobility without compromising the condition of our local road network and the safety of other road users. We will implement activities to monitor and enforce the weight of loads of heavy vehicles on our local road network.

KEY ACTIONS

SRR4.1 Implement enforcement activities carried out by North East Weight of Loads Group (NEWLOG).

SRR4.2 Implement the Heavy Vehicle Traffic Generating Development - Maintenance & Construction of Roads Plan (Contributions Plan).

SRR4.3 Review and implement the B-Double and 4.6m High Vehicle Route Assessment for Regional and Local Roads Policy.

SRR4.4 In partnership with the National Heavy Vehicle Regulator, determine which vehicles operate on Council's regional and local roads and the conditions under which they will operate.

PRIORITY SRR5: Protect and increase funding streams for roads and roadside improvements.

We will protect and maximise funding streams including funding streams from both Federal and State Government grant programs. The Federal Government Infrastructure Investment Programme includes individual programmes such as the Roads to Recovery Programme, Black Spots Programme, Heavy Vehicle Safety and Productivity Programme and the Bridges Renewal Program, as well as opportunities through the Local Roads component of Financial Assistance Grants (FAGs).

Some of the State government funding opportunities include the Black Spot Programme, Safer Roads Programme, Regional Road Block Grant Program, REPAIR program (REPair and Improvement of Regional Roads) and other natural disaster funding assistance, funding opportunities through the Local Government Road Safety Program and other special purpose grants.

KEY ACTIONS

SRR5.1 Maximise road and roadside funding streams from the Federal and State Government, including funding opportunities through the Local Government Road Safety Program and other special purpose grants.

WHAT YOU CAN DO

- Report hazards in the road environment where you see them.
- Drive to the road conditions, and if there are hazards slow down.

KEY PARTNERSHIPS

- Transport for NSW
- Roads and Maritime Services
- Developers and associated consultants
- North East Weights of Loads Group (NEWLOG)
- National Heavy Vehicle Regulators
- Transport operators
- Heavy vehicle drivers
- The community

OUTCOME : **SAFER SPEEDS (SS)**

Speed has been identified as a key risk factor in road deaths and injuries in the Ballina Shire.

Speed was a factor in 43 per cent of fatal crashes and 24 per cent of injury crashes in the Ballina Shire from 2008 to 2012. Over five years, 6 people were killed and 167 people were injured. Young drivers, motorcyclists and drivers of heavy vehicles were over represented in speed-related crashes.

Speed management is a central part of a Safe System and crucial to reducing death and serious injury on our roads. Speed management consists of setting speed limits appropriate to a road's characteristics, designing roads and engineering treatments which reduce travel speeds, convincing drivers to choose safer travel speeds and enforcing speed limits.

DID YOU KNOW?

Speeds just 5km/h above average in 60km/h urban areas, and 10km/h above average in rural areas, are sufficient to double the risk of a casualty crash.

Speeding is not just driving faster than the posted speed limit. Speeding also encompasses driving at inappropriate speeds; driving too fast for the prevailing conditions. Generally higher driving speeds provide less time to process information, less time to act on it, and the braking or stopping distance is longer. Speed affects the likelihood of a crash occurring, the impact of a crash and the severity of injury if a crash occurs.[5]

THE ISSUE: Speed-related crashes (2008-2012)

- 65% of the speeding motor vehicle controllers killed or injured in crashes were male.
- Five of the six fatalities were male.
- Of the speeding motor vehicle controllers, 34% were aged 17 to 25 years, 22% were aged 26 to 39 years.

Of the casualty crashes:

- 76% were single vehicle crashes. The majority involved a vehicle veering off the road on a curve or being out of control on a curve.
- 12% were head-on crashes.
- 75% involved a car, 15% involved a motorcycle and 10% involved a heavy vehicle.*
- 41% occurred in 80km/h speed zones and 28% occurred in 100km/hr speed zones.
- 15% occurred during school travel times.
- 53% occurred in fine weather and 35% in the rain.
- 38% occurred between the hours of 8:00pm and 5:00am.
- 76% occurred on regional or local roads managed by Council and 23% on state roads.

**The categories are not mutually exclusive.*

In NSW, speed limits are set by the Roads and Maritime Services in accordance with the NSW Speed Zoning Guidelines, and applied in conjunction with relevant Australian Standards, Austroads documents and state legislation. Speed limits for all roads across the state aim to regulate the maximum speed of travel under good road and travel conditions.

The fundamental principle in setting speed limits for a particular length of road is that the established speed limit should reflect the road safety risk to the road users while maintaining the ability of people to easily get to their destination. Key factors considered in the establishment of a speed limit is crash profile, road function, road use, roadside development, road characteristics (e.g. road alignment), crash history, the presence of vulnerable road users and potential conflict points along the length of road (intersections or entrances).[6]

The Roads and Maritime Services constantly monitors and review lengths of the road network for correct speed limits. In NSW, 40km/h school zones were installed around every school, the default speed limit for built-up areas was reduced to 50km/h, and 40km/h High Pedestrian Activity Areas (HPAA) were introduced to reduce travel speeds and provide a safer environment for all road users. Formal requests to review local speed limits can be made by NSW Police, local councils, advocacy groups and the public.

Extensive research has shown that even modest reductions in travel speed will result in substantial reductions in the incidence and severity of road crashes, (Table 1). This is particularly the case for vulnerable road users, motorcyclists, cyclists and pedestrians.

	Probability of Death	
Collision Type	10%	30%
Pedestrian struck by a car	30km/h	40km/h
Car driver in side impact collision with another car	50km/h	65km/h
Car driver in frontal impact with another car	70km/h	95/km/h

Table 1 Probability of death at different speeds.

Laws and a variety of legislation, combined with enforcement are crucial to improving compliance with speed limits and reducing death and serious injury on our roads.

Enforcement works best when it is highly visible and where drivers can expect speed limits to be strongly enforced. In NSW the responsibility for enforcing speed limits lies with the NSW Police and Transport for NSW. Transport for NSW, in partnership with the Roads and Maritime Services manage speed cameras including fixed speed cameras, mobile speed cameras, red-light speed cameras and point-to-point speed cameras.[7]

WHAT YOU SAID

- There was strong support to address speeding in school zones and in work zones.
- It was suggested that speed limit reviews for rural roads consider weather conditions (for subtropical environments), as well as road surface condition and topography.

WHAT WE WILL DO

OUTCOME: **SAFER SPEEDS (SS)**

PRIORITIES

SS1 Advocate the review of speed limits on regional and local roads by Roads and Maritime Services to ensure consistency with NSW Speed Guidelines.
SS2 Deliver engineering treatments that encourage travel at safer speeds.
SS3 Promote and encourage road users to travel at safe speeds.
SS4 Support speed enforcement strategies that target unsafe behaviours.

PRIORITY SS1: Advocate the review of speed limits on regional and local roads by Roads and Maritime Services to ensure consistency with NSW Speed Guidelines.

We will better match speed zones to the safety features present on our regional and local road network and the mix of road users. If a road does not have a high standard of safety present, or it is frequently used by cyclists and/or pedestrians, then the road's speed zone should reflect these conditions.

We will advocate to ensure speed zones are consistent across the shire, to simplify speed zones, make them clearer, more consistent, logical and less confusing for motorists. This will be achieved by removing frequent speed zone changes over short distances and by completing the phasing out of 60km/hr speed zone in urban areas.

In high risk locations where road improvements are unable to occur in the short term, we may request the lowering of speed limits (reinforced by appropriate signage and line marking) to reduce the incidence of speeding and prevent crashes occurring. Speed zone reviews have been conducted on a significant number of our regional roads over the past five-years, resulting in speed limit reductions from 100km/h to 80km/h across most of the regional network. In partnership with the Roads and Maritime Services, Council will request further reviews of speed limits on the remaining sections of our regional network and on local roads with a high crash risk.

KEY ACTIONS

SS1.1 Encourage the review of all remaining 60km/h speed zones in urban areas is undertaken by Roads and Maritime Services, with consideration of a reduction to 50km/h, in accordance with the NSW Speeding Zoning Guidelines.

SS1.2 Continue to implement 40 km/h High Pedestrian Activity Areas (HPAA) in areas of high pedestrian and cycling activity including urban areas, shopping precincts (CBDs) and transport interchanges.

SS1.3 Identify high crash risk sections of the regional and local road network and request the Roads and Maritime Services to review speed limits at these locations.

SS1.4 Provide Roads and Maritime Services with information (speed counts, existing traffic facilities information, and proposed treatments) to assist with speed limit reviews.

SS1.5 In accordance with the Traffic Control at Worksites manual Version 4, ensure roadwork sites are adequately signed to protect road workers and road users. Promote driver compliance to the work zone speed zone using initiatives such as courtesy speed monitors.

PRIORITY SS2: Deliver engineering treatments that encourage travel at safer speeds.

We will deliver cost effective engineering treatments to slow vehicles down in urban areas and on sections of our road network with a high crash risk. This will involve careful consideration of Council's operational priorities, quantitative data (speed volumes and crash data) and qualitative data (resident and other stakeholder views) and funding opportunities.

There are a range of engineering measures we will deliver to manage speed. In urban areas such HPAA's, near schools, shopping centres, in towns and villages raised pavement sections and road narrowing are highly cost-effective treatments to slow vehicles down. Other treatments may include pedestrian refuges, median islands, road markings, gateway treatments and signage. On our rural network, engineering treatments may include geometric improvements to curves, intersections and road lengths, road surfacing and roadside improvements.

Generally in urban streets traffic calming have the potential to provoke strong feelings in the community. Each measure has certain advantages and disadvantages and in consultation with the Local Traffic Committee, we will assess the most appropriate measure to address the demonstrated problem at high risk locations.
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KEY ACTIONS

SS2.1 Deliver *Safer Speeds*; a program which identifies sections of the regional and local road network and considers infrastructure treatments alongside speed management and road user education to manage speed.

PRIORITY SS3: Promote and encourage travel at safe speeds.

Reducing speeding is crucial to improving road safety. Speeding is a behavioural issue, with motorists frequently choosing to speed at illegal or inappropriate speeds. We will help people understand why it is important to manage their speed and how they can do it. Council aims to encourage a culture of compliance with speed limits, similar to that which has developed in relation to compliance with blood alcohol limits during recent decades; that speeding is unacceptable.

Council will deliver public education, which encourages people to drive to conditions and comply with speed limits. To raise awareness of the dangers of speeding we will identify the risks of speeding, the impact of speed on injury severity, benefits of reduced speed, how speed limits are set, stopping distances and the limited impact increase speeds has on travel time.

Council will target high-risk groups, including young drivers and motorcyclists, (particularly males), high-risk travel times (including school hours and holiday periods), highly trafficked roads and high-risk locations.

KEY ACTIONS

SS3.1 Promote current Transport for NSW campaigns that increase awareness of the risks associated with speeding, promote regional and state-wide campaigns in the local media and at local events.

SS3.2 As part of the *Safer Speeds* program deliver a Community Speed Watch project to reduce vehicle speeds on regional and local roads involving the use of speed activated warnings signs to warn speeding drivers of their speed.

SS3.3 As part of the *Safer Speeds* program, develop a public education campaign addressing the key aspects of speed management and promote the community safety benefits of complying with speed limits and selecting speeds appropriate to the conditions.

SS3.4 Promote the importance of complying with school zone speed limits in school newsletters, Community Connect and in the local media.

SS3.5 Promote the use of vehicle safety technology to manage speed. Encourage the uptake of advisory Intelligent Speed Adaptation (ISA) (and other technological advances) by Council's own fleet and by the broader community.

SS3.6 Ensure the community's views are considered in speed zone management. Promote the 'Your Say' option on the Transport for NSW, new Safer Roads NSW website www.saferroadsnsw.com.au where members of the public can make a submission about a speed limit or speed limit sign.

PRIORITY SS4: Support speed enforcement strategies that target unsafe behaviours.

Even with safer roads, sensible speed limits and improved understanding of speed, some drivers will continue to ignore the message. This is why enforcement is paramount. Council will continue to work in collaboration with the Roads and Maritime Services, the NSW Police, and the community to support targeted road safety enforcement operations, particularly on high volume and/or higher risk sections of our road network and the targeting of high risk user groups (motorcyclists, young drivers and heavy vehicle drivers).

Council will advocate for enforcement activities across the shire to target speeding. The Enhanced Enforcement Program is a partnership program between the NSW Police and the Centre for Road Safety providing additional funding to enhance police enforcement activity across the state.

KEY ACTIONS

SS4.1 In partnership with local Police and the Roads and Maritime Services, encourage enforcement operations that target highly trafficked or high risk sections of the road network, high risk road users and high risk crash times. Provide Police with information (crash profiles, crash data and speed count data) to assist with targeting enforcement activities.

SS4.2 Support and publicise the benefits of enforcement operations in the local community.

SS4.3. Submit recommendations to Safer Roads NSW website www.saferroadsnsw.com.au for mobile speed camera locations.

WHAT YOU CAN DO

- Monitor your speed and slow down to ensure you are travelling within the posted speed limit. The faster you drive/ride, the harder you hit and the more severe the injuries.
- Adjust your vehicle speed as conditions change. If the weather, traffic or road conditions are poor, you may need to travel at a lower speed than the posted speed limit.
- Avoid cutting in front of trucks or buses because these vehicles need longer stopping distances.
- Remember small decreases in speed can reduce the likeliness of a crash and the severity of road crashes on our local roads.
- Travel the posted speed limit in school zones and work zones to ensure children and worker safety.
- Put an Intelligent Speed Advisory System into your vehicle.

KEY PARTNERSHIPS

- Transport of NSW
- Roads and Maritime Services
- NSW Police
- Local Schools
- Local media
- The community

OUTCOME : **SAFER VEHICLES (SV)**

Improvements to crash protection and safety features in vehicles can reduced the number of deaths and serious injury. [8]

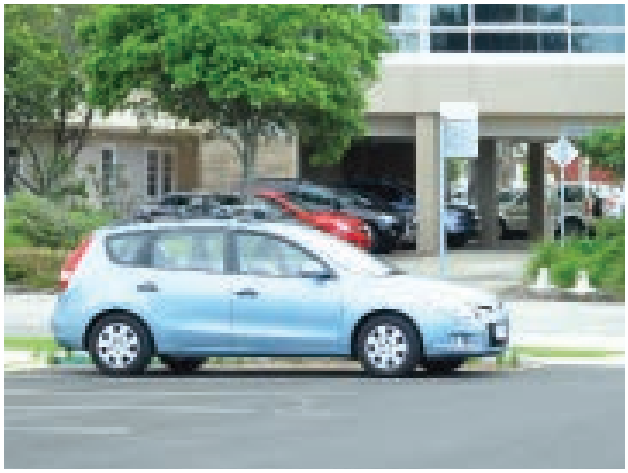
Choosing to drive a safer vehicle holds great potential for improvements in road safety. Advances in vehicle design and new technologies can help prevent crashes from occurring and can increase the level of protection for drivers, passengers and other road users in the event of a crash.

There are passive safety features and active vehicle safety features that help protect road users. Passive safety features are the structural and interior design elements of the car, such as air bags, seat belts and seats that minimise injuries in the event of a crash. Active vehicle safety features help to prevent you from having a crash in the first place, such as electronic stability control (ESC), antilock braking systems, and new technologies such as active cruise control, forward and rear warning crash prevention systems.

More recent technologies such as blind-spot monitoring, reversing cameras, moving object detection, and further innovations in pedestrian and cyclist protection are some of the other vehicle safety features that have and will continue to make a significant contribution to road safety.

In Australia all new cars must meet minimum safety standards. In 2011 The Australasian New Car Assessment Program (ANCAP) introduced the 'Stars on Cars' program. The program awards a star rating from 1 to 5 for each vehicle tested. The star rating indicates how well a vehicle protects its occupants in a crash. Testing reveals that driving a car with a 5 star safety rating can significantly reduce your risk of death and injury .

In addition to ANCAP there is also a complimentary program providing information on used cars. The Used Car Safety Rating (UCSR) program uses information from actual crashes (that occurred in Australia and New Zealand) to calculate the risk of occupants of these makes and models of being killed or seriously injured in a crash.



WHAT WE WILL DO

OUTCOME: **SAFER VEHICLES (SV)**

PRIORITIES

SV1 Increase the number of 4 and 5 star rated vehicles in Council's fleet.

SV2 Improve the safety of employees driving fleet vehicles.

SV3 Promote and encourage the uptake of safer vehicles and vehicle safety features within the community.

SV4 Promote the use of seat belts and child restraints.

PRIORITY SV1: Increase the number of 4 and 5 star rated vehicles in Council's fleet.

We will continue to ensure safety is a high consideration in the car purchasing decision featuring alongside price, environmental credentials (e.g. emissions) and fuel consumption. Council will continue to improve its vehicle choice and purchase vehicle models equipped with the latest safety features such as airbags, ESC, blind spot monitoring, reversing camera and moving object detection.

Council operates a fleet in excess of 250 vehicles; passenger vehicles, light commercial vehicles and heavy machinery. The average age of its passenger vehicles and light commercial vehicles is five years. The average age of its trucks and heavy plant is between six to eight years. Council's Plant Replacement Program allows for a rapid improvement in the safety of Council's vehicle fleet.

Currently Council's passenger fleet consists of 30 vehicles with an average ANCAP rating of 4.9 and 67 light commercial utility vehicles with an average ANCAP rating of 3.72. Council will increase the number of light commercial utes purchased with a 4 or 5 stars ANCAP rating.

KEY ACTIONS

SV1.1 Continue to implement Councils' Plant Replacement program and when buying new vehicles, select passenger vehicles and light commercial utes with a 4 and 5 star ANCAP rating.


STOP
KEEP
LEFT

PRIORITY SV2: Improve the safety of employees driving fleet vehicles.

Council has a duty of care to raise awareness about road safety issues and promote strategies that will proactively manage work-related road safety risk. We will develop a Safe Driving Policy to improve employee safety and ensure the safe operation of Council's vehicle fleet, including mobile plant and equipment. The Safe Driving Policy will increase awareness amongst all staff about the key road safety issues including speed, fatigue, drink driving, occupant restraints, mobile phone use and driver distraction.

We also aim to improve our data collection and monitoring processes for work-related road crashes. Using AusFleet, Council's fleet management software, we will facilitate the effective reporting on accident and infringement data. Improvements in data collection and monitoring will assist with addressing the road safety risks to fleet operators and identifying the associated costs to Council.

KEY ACTIONS

SV2.1 Continue to implement Council's Service and Maintenance program, in accordance with the manufacturer's schedule to improve vehicle safety.

SV2.2 Maximise the use of AusFleet, Council's fleet management software to streamline data collection and monitor processes to address work-related road crashes.

SV2.3 Develop a Safe Driving Policy to be delivered as a component of Council's Workplace Health and Safety training and induction program.

SV2.4 Deliver road safety presentations and distribute education resources during events that promote safety in the workplace e.g. Safe Work Australia Week.

SV2.5 Distribute Safety Alerts (Fact Sheets) to all staff identifying work-related road safety risks.

SV2.6 Investigate emerging vehicle safety technology.

PRIORITY SV3: Promote and encourage the uptake of safer vehicles and vehicle safety features within the community.

We will ensure the community are well informed to make safer vehicle choices by encouraging the purchase of safer vehicles, including safer motor cars, motorcycles and motorised scooters.

Council will promote the ANCAP ratings program (Stars on Cars) and the Used Car Safety Rating (UCSR) program and stay abreast of new vehicle technologies as part of its road safety and fleet management program.

We will raise awareness of vehicle safety amongst motor vehicle drivers, with an emphasis on young drivers and older drivers who are more likely to drive older, less safe vehicles, as well as motorcyclists and the increasing number of motorised scooter users.

KEY ACTIONS

SV3.1 Encourage other fleet operators in the Ballina Shire to introduce a safer vehicles initiative by demonstrating the benefits achieved by council through its program.

SV3.2 Encourage the delivery of a vehicle safety component in the Reduce Risk Increase Student Knowledge (RRISK) program, targeting young drivers.

SV3.3 Deliver a vehicle safety component in Council's Road Wise and Scooter Wise program, targeting older drivers and motorised scooter users.

SV3.4 Promote the ANCAP ratings program (Stars on Cars) and the Used Car Safety Rating (UCSR) program on Council's website.

PRIORITY SV4: Promote the use of seat belts and child restraints.

We will continue to promote the use of seatbelts and child restraints including the services of Roads and Maritime Services approved occupant restraint fitter(s) located in the Ballina Shire.

Seat belt education initiatives will target young road users and Aboriginal road users. Child restraint initiatives will target disadvantaged families to encourage the purchase of safer child restraints. To reach the target audience, information will be distributed to child care service providers including Early Childhood Centres, childcare centres, indigenous support agencies and primary schools to encourage both seat belt use and to ensure children are secured safely in restraints suitable to their age and size.

KEY ACTIONS

SV4.1 Deliver an occupant restraint program to encourage the use of seatbelts and correctly fitted child restraints.

SV4.2 Promote current Transport for NSW campaigns that increase awareness of the importance of seat belt and child restraint use. Promote regional and state-wide campaigns in the local media and at local events.

SV4.3 Seek funding to administer a subsidised occupant restraint program including seatbelt checking for disadvantaged groups and Aboriginal communities.

SV4.4 Facilitate free occupant restraint demonstrations/presentations at community events.

WHAT YOU CAN DO

- Drive a car that has recognised safety features and a high safety rating.
- Ensure your vehicle is regularly maintained.
- Understand the limitations of your vehicle and your limitations as a driver.
- For fleet operators, report any vehicle-related risks to your employer.
- Ensure you and your passengers are properly restrained.

KEY PARTNERSHIPS

- Transport for NSW
- Roads and Maritime Services
- Council's Fleet Manager and fleet drivers
- NRMA
- ANCAP
- Retail outlets for motor vehicles, motorcycles and bicycles, and motorised scooters
- Aged and Community Services
- Childcare Services
- Indigenous Support Services
- The community

OUTCOME : **SAFER ROAD USERS (SRU)**

Death and injury on our roads could be significantly reduced if people obeyed speed limits, didn't drink and drive, did not allow themselves to drive whilst fatigued or distracted and wore a seat belt.

In the Ballina Shire from 2008 to 2012, speed, alcohol and fatigue are known contributing factors to local road crashes. Driver distraction is an emerging road safety problem. But we know it is not only these 'high risk' behaviours that cause crashes. Many crashes are caused by the mistakes road users make, such as errors of judgement or momentary lapses of concentration.

Over the same five years, motor vehicle drivers and their passengers accounted for 78 per cent of the casualties and vulnerable road users accounted for 22 per cent. Of the motor vehicle casualties, young drivers aged 17 to 25 years accounted for 23 per cent and 23 per cent were 60 years and older. Vulnerable road users (motorcyclists, cyclists and pedestrians), young drivers, older drivers, drivers of light trucks and heavy vehicles are most at risk on our local roads.

Whilst the Safe System approach acknowledges that people make mistakes and that the road transport system should accommodate those mistakes. There is still a strong need for road users to be licensed, compliant with the road rules, safety conscious and respectful of other road users.

As a community, every driver, motorcycle rider, cyclist and pedestrian is responsible for avoiding dangerous and unsafe behaviours. To make a real impact on road safety our efforts must focus on stopping these dangerous road user behaviours and targeting specific road user groups who are over-represented in local crashes.

Speed has been addressed in the Safer Speeds section and encouraging the use of seat belts and child restraints has been addressed in the Vehicle Safety section. The other key road safety issues and user groups most at risk are addressed in this section.

ALCOHOL

Alcohol was a contributing factor in 21 per cent of fatal crashes and 6 per cent of injury crashes in the Ballina Shire from 2008 to 2012, a total of 35 casualties.

Alcohol and other drugs can affect your driving ability, impacting your decision-making, reaction time, speed and distance judgment, concentration, perception, and alertness. Alcohol and other drugs can also give a driver a false sense of confidence, which may encourage risk taking.

Since its introduction in 1982, random breath testing (RBT) has massively reduced the drink driving road toll. Direct contact with RBT has the strongest deterrent impact on drink driving.[9] Random drug testing technology is also used in Australia to test drivers at the roadside for the illegal drugs. There are heavy penalties for drink driving and drug driving, including imprisonment.

As alcohol affects people in different ways and because everybody's metabolism differs, the effects of alcohol will not be the same in every individual. Counting standard drinks to guess your blood alcohol content (BAC) is difficult and inaccurate. Some licenced venues in the Ballina Shire have free self breath testers installed. These are serviced regularly and are accurate if the instructions provided on the LED screen are followed. How drugs affect one's ability to drive is also difficult to predict and judge. The key message is if you are planning to drink alcohol or take drugs, don't drive.

FATIGUE

Fatigue was a contributing factor in 7 per cent of fatal crashes and 9 per cent of injury crashes in the Ballina Shire from 2008 to 2012, a total of 50 casualties.

Driver fatigue is particularly dangerous because it affects everyone, no matter how experienced a driver you are, and at any time. As a driver, fatigue can cause several problems including slowing your reactions and decisions making, decreasing your tolerance for other road users, poor lane tracking and maintenance of speed, and decreasing your alertness.

Research has shown that fatigue can be as dangerous as other road safety issues, such as drink driving and speeding. But unlike drink driving or speeding, there are no laws regulating driver fatigue.

DRIVER DISTRACTION

Although the extent of the problem is not entirely known, and poorly reported, it is believed driver distraction is one of the main causes of serious road crashes. In 2012, 42,893 infringements were issued to motorists for using a mobile phone while driving. Young drivers and older drivers (55 years and older) are particularly vulnerable to the effects of driver distraction.[10]

Distraction occurs when a driver's attention is diverted away from activities that are critical for safe driving.

Distractions significantly impair visual search patterns, reaction times, decision-making processes, and the ability to maintain speed, throttle control, and lateral positioning on the road by increasing the driver's mental workload.[11]

Common distractions include adjusting vehicle controls, navigation equipment, watching or looking at other traffic, eating and drinking while driving and mobile phone use. Visual clutter on the road and roadside such as too many advertising or road advisory signs can be other forms of external distraction.

VULNERABLE ROAD USERS

Motorcyclists, cyclists and pedestrians are especially vulnerable road user groups due to their lack of protection when hit by a vehicle.

Motorcyclists

In the Ballina Shire from 2008 to 2012, there were 70 motorcyclists injured, no motorcyclist was killed during this period. Of those motorcyclists injured 91 per cent were male. People aged 40 to 59 years accounted for 38 per cent of all motorcycle casualties and young motorcyclists aged 17 to 25 years accounted for 26 per cent of the motorcycle casualties. Two (2) of the motorcyclists injured were not wearing a helmet.

The most common types of motorcycle crashes are single vehicle crashes, losing control and run-off road crashes, hitting objects on the side of the road, or being thrown from the motorcycle and hitting the road surface.

There are multiple causes of these crashes including excess speed, the use of alcohol or other drugs, fatigue, and the behaviour of other drivers. However, the design of the road, the condition of the road surface and the surrounding environment (roadside) can have a significant impact on avoiding a crash, and on the severity of injury to a motorcyclist, should a crash occur. Improvements in these areas can be achieved by incorporating Safe Systems principles into Council's asset management program.

Cyclists

In the Ballina Shire from 2008 to 2012, there were 41 pedal cyclists injured, no cyclist was killed during this period. Of the cyclists injured 78 per cent were male and 22 per cent were female. Riders aged 5 to 16 years accounted for 34 per cent of all cyclist casualties and cyclists aged 30 to 39 years accounted for 22 per cent of the cyclists injured. Twelve of the cyclists injured were not wearing a helmet.

Pedestrians

In the Ballina Shire from 2008 to 2012, there were 41 pedestrians casualties; four (4) pedestrians were killed. Of the pedestrians killed or injured 59 per cent were female and 41 per cent were male. Pedestrians aged 70 years and older accounted for 29 per cent of all pedestrian casualties and children aged 5 to 16 years accounted for 20 per cent of the pedestrian casualties. Females aged 60 to 69 years were over-represented in pedestrian casualties.

Cycling and walking are important forms of transport and recreation. They are both accessible to a wide range of people and provide significant health and environmental benefits to the community. The most effective counter measures for improving bicycle and pedestrian safety include the provision of lower speed environments and providing separation between vehicles and cyclists/ pedestrians.

YOUNG ROAD USERS

Preschool and school aged children

In the Ballina Shire from 2008 to 2012, one child aged 0-4 years was killed and 58 children aged 0-16 years were injured; 33 of the children injured were passengers, 14 were cyclists, three were motorcyclists (including passengers) and six were pedestrians.

Children are most vulnerable in the road environment, because of their physical vulnerability (they are small and still developing physically), and their functional vulnerability (their cognitive and perceptual development).[12] For younger children anywhere there is potential for moving vehicles is a potentially dangerous traffic situation including footpaths, shared paths, driveways, carparks, roads and in school zones.

A child's road safety skills change over time, and they face different dangers at different points in their development. To ensure children and young people receive age-appropriate road safety education, the Centre for Road Safety funds the NSW Road Safety Education Program. Education and resources are made available to assist school professionals, parents, and carers to reinforce road safety messages throughout their schooling.

Young drivers

In the Ballina Shire from 2008 to 2012, young drivers aged 17 to 25 years accounted for 23 per cent of all motor vehicle driver casualties and 25 per cent of all passenger casualties. Young drivers accounted for 34 per cent of all speed related causalities, 31 per cent of all alcohol related casualties and 24 per cent of all fatigue related casualties. Clearly young drivers and young passengers aged 17 to 25 years are over-represented in local crashes.

Factors contributing to the over-representation of youth in crashes include inexperience, combined with engaging in risky driving behaviours and/or driving in situations that place them at greater risk (for example driving at night or on weekends and driving older vehicles).[13] For young drivers the risk of a crash is highest in the first year of solo driving and the risk is higher for young male drivers.[14]

NSW currently has a suite of laws and licensing measures in place focusing on the safety of young drivers. With the introduction of the NSW Government's Graduating Licensing Scheme and with further refinements to the scheme in 2004, 2008, and in 2013 there has been a significant reduction in crashes and fatality rates involving young drivers. However young drivers/riders continue to be killed at rates that exceed those of older, more experienced drivers/ riders.

OLDER ROAD USERS

In the Ballina Shire from 2008 to 2012, 23 per cent of all casualties were 60 years and older. Four (4) out of the 14 fatalities during this period were aged 70 years or older. Older pedestrians were also over-represented in pedestrian casualties; 29 per cent of all pedestrian casualties were 70 years and older. Older drivers and pedestrians are more likely to be involved crashes at intersections and on multi-lane roads.

Common causes of crashes involving older drivers include: failure to see and/or yield to other road users, complex road environments (e.g. intersections and roundabouts), sudden illness or blackout, lack of awareness of traffic signals, and low speed manoeuvres.[15]

Physical and cognitive limitations, that are more common with ageing, may increase the risk of older road users being involved in a crash. Changes may be to vision, physical strength, memory, decision making and reaction time.[16]

Generally senior adults are very mobile and are likely to want to retain their mobility as long as possible. The NSW older driver licensing system is a way of achieving this balance between mobility, independence and safety. However, for older road users who do not drive, the use of alternative forms of travel such as motorised scooters has become increasingly popular.

Improvements to the road environment such as lower speed zones, reducing visual distraction at intersections, improved pedestrian facilities, refreshing driver skills and road rule knowledge can help provide improved mobility and safety for older road users. As can driving safer vehicles, particularly in providing increased protection in the event of a crash.

LIGHT TRUCKS AND HEAVY VEHICLES

In the Ballina Shire from 2008 to 2012, 16 per cent of casualty crashes involved a light truck and eight per cent of casualty crashes involved a heavy vehicle. Five (5) of the fourteen fatal crashes over this period involved a heavy vehicle. Ten per cent of speed related casualty crashes, nine per cent of alcohol related casualty crashes and ten per cent of fatigue related casualty crashes involved heavy vehicles. The non use of seat belts is a key road safety issue for heavy vehicle drivers.

In NSW, the RMS implements a range of activities to manage the safety of heavy vehicles; to reduce risk to road users, the road infrastructure and the environment. Some of these include: a Heavy Vehicle Inspection Scheme (HVIS), heavy vehicle inspection stations, rest areas and maps; Safe-T-Cam, and on road enforcement (a mix of targeted, random and mobile enforcement). RMS also has dedicated Heavy Vehicle Industry Liaison Officers to promote communication on key heavy vehicle road safety issues such as fatigue management.

Vehicle safety and in-vehicle technologies can also improve heavy vehicle safety. Some of these advances include advanced breaking technology, land departure warning technology and seatbelt reminder systems.

ABORIGINAL COMMUNITIES

Road crashes constitute one of the main causes of death among Indigenous Australians (just under 30% of Indigenous deaths are due to transport related injury). Indigenous casualties are more likely to be passengers or pedestrians. Some of the contributing factors include: alcohol impairment, risky pedestrian behaviour, non-wearing of seat-belts or restraints, overcrowding in vehicles, non-compliance with road rules and unlicensed driving, alienation and exclusion rom the licensing process and road safety education, driving unroadworthy vehicles and travel in rural and remote environments.[17]

Current programs being undertaken in the Ballina Shire to increase the number of Aboriginal driver licence holders includes the TAFE ‘Get Licenced, Get Legal, Get Work’ program and ACE ‘On the Road’ program.

WHAT YOU SAID

- Additional enforcement of parking restrictions around schools, specifically school drop off zones.
- Implement an education campaign on sharing the road, educating cyclists and motor vehicle drivers about safe road use and how to share the road safely.
- Reduce conflict between cyclists and pedestrians by implementing an education program that promotes sharing the path with other path users. Compliance with the sections of the path network marked, 'Cyclists Dismount' is poor and disregarded.
- Implement a bicycle safety program in schools.
- Implement an education campaign on the dangers of tailgating.
- Raise awareness of the road rules relating to roundabouts and intersections.
- Coordinate regular cycling events to promote safe cycling, group riding, bicycle maintenance and the wearing of helmets.

WHAT WE WILL DO

OUTCOME: **SAFER ROAD USERS (SRU)**

PRIORITIES

SRU1 Reduce the incidence of drink driving and drug driving.
SRU2 Reduce the incidence of driver fatigue.
SRU3 Reduce the incidence of driver distraction.
SRU4 Improve the safety of vulnerable road users; motorcyclists, cyclists and pedestrians.
SRU5 Improve the safety of young road users.
SRU6 Improve the safety of older road users.
SRU7 Improve the safety of light trucks and heavy vehicles drivers.
SRU8 Improve the safety of Aboriginal communities.

PRIORITY SRU1: Reduce the incidence of drink driving and drug driving.

We will investigate infrastructure improvements around problem licensed premises to provide a safe environment for patrons leaving licensed premises. This may include improving access to taxi ranks, improved footpath and pedestrian facilities and lighting.

We will deliver public education that increases awareness of the potential crash risk associated with drink and drug driving. Education activities will build on previous campaigns that have included a late night bus, a taxi voucher subsidy scheme, convenience advertising and the installation of hand-held breathalysers in licensed venues. Key messages will raise awareness of BAC limits for all license classes, RBT operations and random roadside drug testing, and the probability of detection. We aim to influence the decision not to drive if you're a planning to drink or take drugs, whether it be to a licensed premise, a party or other celebration.

We will target high-risk groups, including young drivers, drivers aged 30 to 39 years and motorcyclists (particularly males). Drug driving initiatives will target all vehicle drivers. We will target high-risk travel times including public and school holiday periods, Thursday and Fridays evenings.

We will encourage enforcement activities (static and mobile RBT operations) that target high-risk locations (roads with an alcohol-related crash history) including the Coast Road and Byron Bay Road, Tamarind Drive south to Rifle Range Road and River Street. We will also aim to link publicity campaigns with enforcement operations.

THE ISSUE: Alcohol related crashes (2008-2012)

Over the past five years (2008-2012) alcohol was a contributing factor in 21 per cent of the fatal crashes and 6 per cent of injury crashes, a total of 35 casualty crashes. Three (3) people were killed and 44 people were injured.

Of the casualty crashes:

- 71% of motor vehicle controllers with an illegal BAC were male.
- Of the casualties, 31% were aged 17 to 25 years and 29% were aged 30 to 39 years.
- Casualty crashes peaked between the hours of 10:00pm and midnight.
- 34% occurred during holiday periods, either public holidays or school holidays.
- Seven (7) of the crashes involved a motorcyclist.
- 77% occurred on a weekday, peaking on Thursdays and Fridays.
- 91% involved a car, 20% involved a motorcycle.*
- Seven (7) of the casualties were not wearing a seat belt.
- 49% were single vehicle crashes and 51% were multi-vehicle crashes.
- 43% were crashes where a vehicle veered off the road on a curve, 37% of these then involved hitting an object.
- 77% occurred at an intersection or up to 10m from an intersection.
- 74% occurred on regional or local roads managed by Council.

**The categories are not mutually exclusive.*

KEY ACTIONS

SRU1.1 Collect and monitor data to examine the patterns of alcohol-related crashes. Identify and monitor high risk locations to support the targeting of education, engineering and enforcement activities.

SRU1.2 Investigate opportunities for infrastructure improvements to improve road safety around licensed premises e.g. improvements to footpaths and other pedestrian facilities and street lighting.

SRU1.3 Promote current Transport for NSW resources and programs that increase awareness of the risks associated with drink driving and drug driving. Promote regional and state-wide campaigns in the local media and at local events.

SRU1.4 In collaboration with the Ballina Liquor Accord, NSW Office of Liquor Gaming and Racing (OLGR), NSW Licensing Police and licensed premises, deliver strategies contained within the Ballina Liquor Accord's Strategic Plan that promote the responsible service of alcohol and reduce the incidence of drink driving. Promote collaborative partnerships, education and enforcement activities in the local media.

SRU1.5 In partnership with the Ballina Liquor Accord, the Good Sports Project Officer and local sporting clubs promote activities to encourage the responsible service of alcohol at sporting/ recreational functions and events. Utilise education materials available from Good Sports, OLGR and Transport for NSW.

SRU1.6 Support and promote independently funded alternative transport schemes e.g. courtesy buses, event buses to and from events/festivals where alcohol is served.

SRU1.7 Encourage and support NSW Police enforcement operations that target drink driving and drug driving. Attend liaison meetings with Northern Region councils, NSW Police and Roads and Maritime Services to share road and traffic intelligence and monitor drink drive enforcement strategies.

SRU1.8 Promote the use of alcohol interlocks in all vehicles.

WHAT YOU CAN DO

- If you plan to drink or take drugs, plan not to drive.
- Check with your doctor or pharmacist if your prescribed or over-the-counter medication will affect your driving.
- Never drive after taking any medications that could affect your driving.
- If you plan to drink or take drugs, consider your Plan B. Consider your alternative transport options such as a taxi, hire car, in-venue courtesy bus and bus transport (where available).
- If you are not drinking or taking drugs, offer to be the designated driver.
- Voluntarily put an alcohol interlock in your vehicle.

KEY PARTNERSHIPS

- Transport for NSW
- Roads and Maritime Services
- NSW Police
- Office of Liquor Gaming and Racing
- Ballina Liquor Accord
- Licensed premises
- Good Sports Project Officer
- Northern NSW Local Health District
- Catholic Education Office
- NSW Department of Education and Communities
- Advocacy and sporting groups
- Local media
- The community

PRIORITY SRU2: Reduce the incidence of driver fatigue.

We will investigate opportunities to make the roadside more forgiving at high-risk locations, on regional and local roads with a fatigue-related crash history, particularly on the Coast Road and Byron Bay Road.

We will deliver public education that increases the community understanding of the potential crash risk associated with driver fatigue. Activities will promote the contributing factors to fatigue, the warnings signs of fatigue, tips for staying safe, heavy vehicle rest areas and Driver Reviver sites.

Education activities will target all motor vehicle controllers and their passengers, and target high-risk travel times including Friday, Saturday and Sundays (between 10:00pm and dawn), public and school holiday periods.

THE ISSUE: Fatigue related crashes (2008-2012)

In the past five years (2008-2012), fatigue was a contributing factor in 7 per cent of fatal crashes and 9 per cent of injury crashes, a total of 50 casualty crashes. One (1) person was killed and 49 people were injured. Five (5) of the casualties were not wearing a seat belt.

Of the casualty crashes:

- 67% of fatigued motor vehicle controllers killed or injured in crashes were male.
- Of the these 29% were aged 40 to 59 years, 24% were aged 17 to 25 years and 22% aged 30 to 39 years.
- Casualty crashes peaked between the hours of 10:00pm and midnight.
- 43% occurred in a 100km/h speed zone.
- 38% occurred during holiday periods, either public holidays or school holidays.
- 32% occurred between the hours of 10:00pm and 5:00am.
- 74% involved a car, 24% involved a light truck, and 12% involved a motorcyclist.*
- 50% occurred on Friday, Saturday and Sundays.
- 68% were single vehicle crashes, 32% were multi-vehicle crashes.
- The most common crash types included the vehicle running off the road on a straight and hitting an object, head-on crashes and the vehicle running off the road on a curve and hitting an object.
- 60% occurred on regional or local roads managed by Council, 40% occurred on state roads.

**The categories are not mutually exclusive.*

KEY ACTIONS

SRU2.1 Investigate opportunities to deliver infrastructure treatments to reduce the likelihood and severity of fatigue crashes on regional and local roads with a high crash risk. Consider centre and roadside safety barriers, audio tactile line marking and signage.

SRU2.2 Promote current Transport for NSW resources and programs that increase awareness of the risks associated with driver fatigue. Promote regional and state-wide campaigns in the local media and at local events.

SRU2.3 Include fatigue management in Council's Safe Driving Policy, to be delivered as a component of Council's Workplace Health and Safety training and induction program.

SRU2.4 In collaboration with the Ballina Visitor Information Centre promote heavy vehicle rest areas, Driver Reviver sites, local parks and towns/villages that provide suitable amenities.

WHAT YOU CAN DO

- If you're planning a road trip during the holidays, before you depart review the locations of rest areas, petrol stations and Driver Reviver sites. A comprehensive list of rest area locations and tips for avoiding fatigue is available at rms.nsw.gov.au. Review the online map of Driver Reviver sites at *roadsafety.transport.nsw.gov.au*
- Make sure you get good nights sleep before you travel. Travel at a reasonable time of the day, when you wouldn't normally be asleep.
- Be sure to take regular breaks, at least every two hours.
- Watch for any signs of driver fatigue; yawning, poor concentration, tired eyes and restlessness.
- If you are a passenger, be alert to the signs of driver fatigue and take action.
- Share the driving task with others or break up your trip.

KEY PARTNERSHIPS

- Transport for NSW
- Roads and Maritime Services
- NSW Police
- Fleet operators
- All drivers and their passengers
- The community

PRIORITY SRU3: Reduce the incidence of driver distraction.

We will deliver public education to increase the level of community understanding of the preventable risks associated with driving when distracted. Education will focus on the dangers of using distracting technologies such as mobile phones, the dangers to other road users when the driver is distracted, educating drivers of the rules relating to mobile phone use, and the associated penalties for inappropriate use.

Education activities will target all motor vehicle controllers, with a focus on young drivers, older drivers and Council's fleet operators.

Council will encourage enforcement operations that target mobile phone use while driving.

KEY ACTIONS

SRU3.1 On highly trafficked routes and roads with a high crash risk, investigate opportunities to reduce visual clutter on the roadside (where signs are competing with each other, duplicated and distracting drivers).

SRU3.2 Promote current Transport for NSW resources and programs that increase awareness of the risks associated driver distraction. Promote regional and state-wide campaigns in the local media and at local events.

SRU3.3 Include driver distraction management in Council's Safe Driving Policy, to be delivered as a component of our Workplace Health and Safety training and induction program.

SRU3.4 Encourage and support NSW Police enforcement operations that target driver distraction.

WHAT YOU CAN DO

- Turn your phone off while you drive.
- Use voicemail and return calls when you reach your destination.
- Make sure you don't let friends or your phone distract you while you're driving.
- Never read or send text messages while driving.
- Plan breaks in your trip to make calls. Advise family and friends not to call you when they know you'll be driving.
- Avoid using headphones to ensure you can hear approaching traffic.
- Ensure pets are properly restrained in the vehicle.
- Recognise what makes you distracted and avoid engaging in that activity.

KEY PARTNERSHIPS

- Transport for NSW
- Roads and Maritime Services
- NSW Police
- Council's fleet operators
- The community

PRIORITY SRU4: Improve the safety of vulnerable road users; motorcyclists, cyclists and pedestrians.

Actions to improve the road environment for motorcyclists have been discussed in the Safer Roads and Roadsides section. Education activities will target the major causes of motorcycle crashes (speeding, fatigue or riding under the influence of alcohol or other drugs), passenger safety, vehicle safety and the benefits of using protective gear. Male riders aged 40 to 59 years and novice riders will be targeted.

We are currently developing a Bike Plan to provide a more strategic approach to delivering cycling infrastructure and bicycle education across the shire. The plan will identify cycleways, shared paths and infrastructure treatments allowing for improved coverage, connectivity and separation from vehicular traffic.

We will continue implementing, monitoring and reviewing the Pedestrian Access and Mobility Plan to ensure targeting infrastructure treatments that improve pedestrian safety, path connectivity and equity of access. The PAMP identifies clusters of pedestrian crashes and delivers a schedule of works to improve roads and roadsides, footpaths, shared paths and the provision of pedestrian facilities.

Identified in the Safer Speeds section, we will continue to install 40km/h High Pedestrian Activity Areas (HPAA), and targeted traffic calming to slow vehicles down, creating a safer environment for all road users, particularly for vulnerable road users.

Education activities will raise awareness of the vulnerability of cyclists and pedestrians, the rights and responsibilities of all road users whilst promoting the benefits of cycling and walking. We will also encourage safer and more considerate road sharing among drivers and cyclists, and path sharing between pedestrians and cyclists.

KEY ACTIONS

SRU4.1 Conduct further analysis of crashes involving vulnerable road users for the purpose of targeting education, engineering and enforcement activities.

SRU4.2 Promote current Transport for NSW resources and programs that address the safety of vulnerable road users, including the wearing of helmets. Promote vulnerable road user safety programs in the local media and at local events.

SRU4.3 Develop a motorcycle touring guide to raise awareness of motorcycle safety, the benefits of wearing protective clothing and motorcycle passenger (pillion) safety.

SRU4.4 Develop education campaigns titled ‘Share the Path’ and ‘Share the Road’ to promote the greater respect between road users.

SRU4.5 Promote vehicle safety features that reduce the risk for cyclists and pedestrians.

SRU4.6 Encourage and support NSW Police enforcement operations that target unsafe behaviours that endangers vulnerable road users, including operations that target non-helmet use.

SRU4.7 Maximise grant opportunities to improve the safety of vulnerable road users and promote safer road use.

WHAT YOU CAN DO

Motorcyclists (and their passengers)

- Wear a full range of protective clothing on every trip.
- Obey the speed limit and ride to conditions.
- Maintain awareness at all times and understand that drivers often fail to see motorcyclists.
- Avoid riding in the blind spots of drivers.
- Don't let others influence you to take risks.
- Consider having ABS and SCS on your next motorcycle.

Cyclists

- Wear a standard approved helmet on every trip.
- Wear bright reflective clothing and gear.
- Avoid riding in the blind spots of drivers.
- Use shared paths and cycleways where possible.
- Obey the road rules.
- On shared paths, pedestrians have right of way. Slow down and ring your bell on the approach.
- On the road, maintain awareness at all times and understand that drivers often fail to see cyclists.

Pedestrians

- Be seen. Wear bright coloured clothing.
- Where available, use footpaths and shared paths.
- Cross at designated pedestrian facilities.
- On shared paths, keep to the left and move off the path if stopped.

Drivers

- The road is there to share.
- Bicycle riders are allowed to ride two abreast (side by side).
- Check your blind spot for pedestrians, cyclists and motorcyclists.
- Check in your rear view mirror and side mirrors to avoid opening your car door into the path of bicycle riders.
- Always check for bicycle riders whenever you travel on the road, particularly when turning at intersections or on roundabouts.

KEY PARTNERSHIPS

- Transport for NSW
- Roads and Maritime Services
- NSW Police
- Sustain Northern Rivers
- Ballina Transport Working Group
- Northern NSW Local Health District
- Motorcycle Council of NSW
- Bicycle Network
- Bicycle NSW
- Pedestrian Council of Australia
- Kidsafe
- Motorcycle rider community
- Pedestrians and bicycle riders
- Local media
- The community

PRIORITY SRU5: Improve the safety of young road users.

Council will deliver its Safer Travel to School program. We will continue to work with school communities to improve safety, traffic movement, parking management and pedestrian safety. We will deliver practical infrastructure countermeasures to address road safety hazards around schools and improve safety for children travelling to and from school.

Transport for NSW provides road safety education resources and programs to be delivered by school professionals as part of the school curriculum. Our education activities will support these by targeting the parents and carers of young road users. Activities will raise awareness of the dangers of speeding and illegal parking in school zones, and the vulnerability of children in the traffic environment. Council will actively promote walking, cycling and bus travel to and from school for its health benefits and to reduce congestion around schools.

In collaboration with Transport for NSW, Northern NSW Local Health District, Department of Education and Communities, Catholic Education Office, advocacy groups and neighbouring councils, Council will continue to deliver and evaluate the RRISK program, targeting Year 11 students. RRISK is an engaging road safety program addressing the key road safety risks, adolescent risk taking and developing resilience in young people. The program actively encourages and empowers young people as road users to develop strategies to look after themselves and their peers.

Council will promote the GLS and the Safer Driver Course to young drivers. We will also encourage parents to take an active role in their young driver's safety by promoting the Helping Learner Drivers Become Safer Drivers parent workshops.

The responsibility for enforcing speed limits in school zones lies with the NSW Police and the enforcement of parking restrictions is the responsibility of Council Rangers. Our Rangers will continue to keep the community safe by patrolling school zones and parking areas around schools.

KEY ACTIONS

SRU5.1 Deliver the Safer Travel to School program, applying Safe System principles to improving roads safety around schools.

SRU5.2 Investigate opportunities to deliver infrastructure treatments that improve the safety of children travelling to and from school. Manage school zone signage in accordance with relevant guidelines and Roads and Maritime Services technical directions.

SRU5.3 Promote current Transport for NSW and Kidsafe resources and programs that address child injury prevention. Promote child road safety programs in the local media and at local events.

SRU5.4 Encourage and support safe walking and cycling practices by promoting events such as Walk Safely to School Day, Ride2School Day and NSW Bike Week.

SRU5.5 Promote current Transport for NSW and Youthsafe programs and resources that address youth road safety and assists novice drivers to develop safe driving attitudes and behaviours. Promote the Roads and Maritime Services Geared website to young road users.

SRU5.6 Promote the Graduating Licensing Scheme (GLS), Safer Driver Course and the Helping Learner Driver Become Safer Driver parent workshops.

SRU5.7 In collaboration with the Northern NSW Local Health District, Department of Education and Communities, Catholic Education Office and neighbouring councils, continue to develop, implement and evaluate the Reduce Risk Increase Student Knowledge (RRISK) program to target speeding, drink driving, driver distraction and risk taking by young drivers.

SRU5.8 Investigate opportunities to support a Learner Driver Mentor Program to assist young drivers who do not have access to a supervising driver or a vehicle due to financial or family circumstances.

SRU5.9 Investigate opportunities to work with the Youth Advisory Council and external youth organisations to better address youth-related road safety.

SRU5.10 Encourage and support enforcement operations that target safety around schools including speeding enforcement conducted by NSW Police and enforcement of illegal parking conducted by Council's Rangers. Aim to coordinate enforcement activities with education activities.

SRU5.11 Review the internal procedure for the Enforcement Of Parking Restrictions In And Around School Zones.

DID YOU KNOW?

Young road users are at risk for road traffic injuries for a number of reasons:

- Roads are planned without sufficient consideration of their specific needs;
- Their physical and developmental characteristics (for example, the small size of children) increase their risk;
- Risk taking behaviour and peer pressure, particularly among adolescents; and
- Other risk factors such as speeding, drink-driving, not wearing seat-belts or not using helmets.

WHAT YOU CAN DO

Children

- Where a helmet when you are riding your bike or wheeled recreational toy.
- Hold an adults hand in traffic.
- Stop, look and listen before you cross the road.
- Always be seated on the school bus.

Young drivers

- Attend the Safe Driver Course for learner drivers.
- Drive the safest car you can afford.
- Make sure you don't let friends distract you when you are driving.
- Never read or send text messages or search on the net while driving.
- Have a Plan B. Don't drink when you are driving.
- Drive to the conditions and within the speed limit.
- Always wear a seat belt.

Parents and carers

- Talk to your young road users about road safety.
- Hold your young child's hand in traffic.
- Model safe driving habits and obey the road rules.
- Attend a Helping Leaner Driver Become Safer Driver parent workshop.
- Help your young driver buy the safest car they can afford.

KEY PARTNERSHIPS

- Transport for NSW
- Roads and Maritime Services
- NSW Police
- Kidsafe
- Youthsafe
- Young road users
- Local preschools, primary and high schools
- Parents and carers of children and young drivers
- Local media
- The community

PRIORITY SRU6: Improve the safety of older road users.

With the number of residents in the Ballina shire aged 65 years and older set to increase to 25 per cent by 2021, improving the mobility and safety of older road users is vitally important. We will consider road environment improvements such as lower speed limits in high pedestrian activity areas and reducing visual clutter at intersections. We will continue to deliver the PAMP to improve key pedestrian routes and invest in safe and coherent pedestrian infrastructure on these routes.

We will continue to partner with older road users, their families, friends and health professionals to deliver Road Wise and Scooter Wise; driver and pedestrian road safety programs targeting older road users. We will increase awareness of the older driver licensing scheme, changes to road rules and the most misunderstood road rules.

In collaboration with Transport for NSW, transport providers and advocacy groups, Council will continue to be an active member of the Ballina Transport Working Group, a forum to identify and address challenges and opportunities to improve access to public transport in the Ballina Shire for people of all abilities.

KEY ACTIONS

SRU6.1 Deliver Road Wise, an older driver and pedestrian safety program.

SRU6.2 Deliver Scooter Wise, a practical training workshop for motorised scooter users.

SRU6.3 Promote current Transport for NSW and NRMA programs and resources that address older road user safety. Promote older road user safety programs in the local media and at local events.

SRU6.4 Promote safer vehicles to older drivers, including the ANCAP Stars on Cars program and the Used Car Safety Rating (UCSR) program.

SRU6.5 Promote the consideration of road safety at the Access Reference Group meetings to improve access, connectivity and safety within our community.

WHAT YOU CAN DO

- Obtain a copy of the road rules and check your knowledge is current.
- Remain physically and mentally active as you get older.
- Have regular health checks to ensure you are fit to drive, ride and walk.
- Buy the safest car you can afford.
- Medications affect people differently. Ask your doctor or pharmacist to review your medicines to ensure any side effects do not affect you ability to travel safely.
- Plan your trip to avoid complex road environments.
- Use pedestrian crossing facilities were available; they are purpose built to improve your safety.
- Share the path with other road users.

KEY PARTNERSHIPS

- Transport for NSW
- Roads and Maritime Services
- Health and Aged Services
- NRMA
- Social Development Council
- Transport providers
- Motorised scooter retailers
- Ballina Transport Working Group
- Sustain Northern Rivers
- Access Reference Group
- Older road users
- The community

PRIORITY SRU7: Improve the safety of light trucks and heavy vehicle drivers.

In the Safer Roads and Roadside section we identified a series of actions to monitor and enforce the weight of loads of heavy vehicles on our road network to promote road safety and preserve our local road network. To support these activities we will promote a 'sharing the road' approach to road use for both light trucks and heavy vehicle drivers with other road users.

We will also promote heavy vehicle rest areas, Driver Reviver sites and local parks that provide suitable amenities e.g. Bicentennial Gardens.

KEY ACTIONS

SRU7.1 Develop a public education campaign to promote a 'sharing the road' approach to road use for both light trucks and heavy vehicle drivers with other road users.

SRU7.2 Utilise current Transport for NSW campaigns and programs to promote light truck and heavy vehicle safety.

SRU7.3 Encourage and support enforcement activities and operations conducted by Roads and Maritime Services and the NSW Police that target unsafe heavy vehicle driver road behaviour (such as tailgating, speeding, drug use and fatigue management).

WHAT YOU CAN DO

Light truck and heavy vehicle drivers

- Always wear a seatbelt.
- Don't tailgate
- Don't take drugs and drive.
- Drive a heavy vehicle with the latest vehicle technology like electronic stability control or exterior barriers to help protect occupants of smaller vehicles when involved in a crash.
- Take rest breaks if you're tired and utilise rest areas designated for heavy vehicles.

Other road users

- Leave enough braking space, trucks need extra space to stop.
- Be aware that trucks cannot always see you – particularly motorcyclists, cyclists and pedestrians.

KEY PARTNERSHIPS

- Transport for NSW
- Roads and Maritime Services
- NSW Police
- National Heavy Vehicle Regulator
- Heavy vehicle industry
- Heavy vehicle drivers
- The community

PRIORITY SRU8: Improve the safety of Aboriginal communities.

Although local data pertaining to Indigenous road trauma is under-developed, Council will work in consultation with the Roads and Maritime Services Aboriginal Liaison Officer and Aboriginal community representatives to deliver specific road safety programs and resources to Aboriginal communities, in a culturally appropriate manner. We will raise awareness of the key road safety issues relevant to Aboriginal communities including overloading of vehicles, restraint usage, speed, drink drive and pedestrian safety.

KEY ACTIONS

SRU8.1 Conduct further investigation into the identification of Aboriginal status in crash data.

SRU8.2 In consultation with the Roads and Maritime Services' Aboriginal Liaison Officer and Aboriginal community representatives, utilise current Transport for NSW campaigns and programs to address the key road safety issues affecting Aboriginal communities.

SRU8.3 Develop and implement strategies to inform Aboriginal novice drivers and their supervisors about the Graduating Licensing Scheme and the Safer Driver Course. Encourage access to the Helping Learner Drivers Become Safer Drivers parent workshops.

SRU8.4 Maximise road safety grant opportunities to improve road safety for Aboriginal communities.

WHAT YOU CAN DO

- Ensure all persons in your vehicle are wearing seat belts or child restraints.
- Monitor your speed and slow down to ensure you are travelling within the posted speed limit.
- Don't drink and drive. Have a Plan B.
- Where available, use footpaths and share paths.
- Cross at designated pedestrian facilities.

KEY PARTNERSHIPS

- Transport for NSW
- Roads and Maritime Services
- NSW Police
- Aboriginal community representatives
- Aboriginal road users
- The community

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