



CELEBRATING 10 YEARS - THE SIXTH LOCAL GOVERNMENT ROAD SAFETY CONFERENCE



Conference Opening by Parliamentary Secretary for Roads Mr Tony Stewart MP

BUILDING ON SUCCESS – MAKING NEW GAINS

'Celebration' was a consistent theme for the 6th Local Government Road Safety Conference held in Newcastle last month. The Conference provided the opportunity to celebrate the achievements of the Local Government Road Safety Program over the past 10 years and the commitment of road safety professionals to sharing ideas, resources and support, as well as highlighting innovative ideas and research in road safety. Attended by a large number of delegates, both national and international, the Conference provided them with an opportunity for collaborative and explorative learning.

Keeping with the theme of celebration, the official welcome to Newcastle was given by the Lord Mayor of Newcastle, Councillor John Tate. His address was followed by a highly entertaining performance of Theatre Sports (by Open Stage Productions), during which a number of conference delegates celebrated their many talents, taking starring roles!

The Conference was officially opened by Mr Tony Stewart MP, Parliamentary Secretary for Roads who made much of the important role played by Local Government in road safety. Well known media personality and science enthusiast, Dr Karl Kruszelnicki, gave a humorous insight into the world of 'Midgely, Murphy and Microsleeps', setting a tone of discovery and innovation for the conference



Celebrating ten years of the Local Government Road Safety Program: Carol Chalk, Rob Lennon, Lori St John, David Riches, Keith Rogby, Steve Anderson, Jacquie Anderson, Gillian Brown & Don Sheffield

delegates. Opening proceedings on day two of the Conference, Geoffrey Atherden, author of the ABC Series 'Grass Roots', made some very funny and pertinent observations that hit a chord with many of the delegates and also provided them with a kick start after a late evening spent dining, dancing and networking. A highlight of the conference was a 'Reminiscence' presented by Carol Chalk (RTA), celebrating the close of the first decade of the Local Government Road Safety Program. The session saw the re-union of many of the pioneers of the Program and highlighted the innovative ideas and actions that have since been implemented under its banner.

The high quality papers presented at the Conference were many and varied. Topics ranged from successful programs developed by Council Road Safety Officers to the presentation of latest research findings and crash data trends. Information was also presented on behavioural and attitudinal studies, engineering programs, policing and alternative transport options.

The Conference closed with a spirited debate chaired by Adam Spencer (of JJJ and Quantum fame). "Road Safety: There Are No More Silver Bullets" was the position being argued by six talented debaters, including Mr

John Brewer General Manager Road Safety Strategy RTA; Mr David Bowen General Manager MAA; Mr Ron Sorrenson Assistant Commissioner NSW Police; Mr Paul Willoughby Director Communications and Corporate Relations RTA; Mr David Abbot, Acting Executive Manager IPWEA; and Mr James Wilson, President PARSO.

Thanks go to the Conference Organising Committee with representatives from the IPWEA, the MAA and Council Road Safety Officers, chaired by Catherine Parker (RTA). Thanks also to the sponsors and all those who through their attendance and participation helped to ensure the conference success. Leading into the next decade of the LGRSP, the evaluation of the sixth Local Government Road Safety Conference is extremely positive, with planning already under way for the next conference in 2004.

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BUILDING ON SUCCESS – MAKING NEW GAINS

Celebrating 10 years of success, the Sixth Local Government Road Safety Conference Newcastle





OTHER ROAD SAFETY HAPPENINGS

NEW MAA ROAD SAFETY GRANT SCHEME FOR YOUNG PEOPLE OF NSW

As part of its Youth Program, the MAA is encouraging youth participation in the development and implementation of road safety initiatives in their local communities, through the establishment of a new youth grants scheme.

The MAA's Youth Road Safety Participation Grant Scheme will:

- Target young people aged 17 to 25 years in NSW.
- Provide grants of up to \$10,000 to young people via the organisations they are involved with to develop, implement and evaluate specific youth oriented road safety activities/projects in their local communities or regions.
- Encourage young people through the groups/organisations they are involved with to become involved in youth road safety activities.

An Advisory Committee comprising young people and road safety stakeholders has been established to assist in the development of the scheme.

Any groups of young people aged 17 to 25 years will be eligible to apply for a grant provided they have the administrative support of a local organisation, such as the Council or Youth Centre.

Applications will be called for at the end of September 2002 and grant information kits will be available at that time. For information contact Abigail Hall, Senior Advisor Road Safety at the MAA on (02) 8267 1973 or email: ahall@maa.nsw.gov.au

MAA TARGETS MOTORCYCLE SAFETY

The Motor Accidents Authority and the Australian College of Road Safety (Sydney Chapter) held a Motorcycle Safety Seminar in June to promote the outcomes of recent MAA funded research into motorcycle safety and to highlight developments in motorcycle safety strategic planning.

An MAA-funded report on motorcycle crash patterns in NSW was considered. The report, which analyses Green Slip claims data, found claim numbers against motorcycles are low but their cost is around twice as much as the average cost of claims against cars, with about 50% of motorcycle claims made by pillion passengers.

The RTA presented on trends in motorcycle rider casualties guiding activity and planning and the Motorcycle Council of NSW highlighted key aspects of their recently launched road safety strategic plan Positioned for Safety. Seminar presentations are now available at www.maa.nsw.gov.au

SITE VISIT

You are invited to check out the 'refreshed' MAA website which features road safety information including funding and sponsorship opportunities, upcoming campaigns and events, and papers and research reports. Visit now on www.maa.nsw.gov.au

COUNCIL ROAD SAFETY OFFICER PROGRAM

TUMBARUMBA COUNCIL

“It’s no Fuss – Use the Bus”

For the past twelve months the Tumbarumba Council, Police and Licensees have worked hard to reduce the number of drink driving incidences in the Tumbarumba Shire. The commitment of all the stakeholders has resulted in alternative transport options provided by all licensed premises – The Union Hotel, The Tumbarumba Hotel, The Tumbarumba Golf Club, and The Tumbarumba Bowling Club.

All premises have a bus available for patrons to be transported to and from the venue, and to other venues if they so wish, leaving people with no excuse for drink driving in Tumbarumba. As part of the project, resources have been developed to promote the alternative transport options. These include information packs and fridge magnets which were sent to every household in Tumbarumba, and coasters, posters and magnets for all of the licensed premises. A comprehensive media campaign was also conducted during the past twelve months.

Since the introduction of the campaign, the incidence of drink driving has reduced according to local police. It is hoped that this trend continues and that soon everyone in Tumbarumba and visiting Tumbarumba will know that: “It’s no Fuss – Use the Bus”.

For more information, please contact RSO at Tumbarumba Council Trudy Stewart on tel 9647 0555.

WOLLONGONG CITY COUNCIL

“Wollongong Mobility Map Project”

The Mobility Map Project, developed in partnership with IPWEA, Wollongong City Council and The Department of Employment, Workplace Relations and Small Business, resulted in a product that has delighted many residents. The map shows four main business areas and displays critical access points. Areas such as parking, toilets, ATM’s, telephones and elevators are highlighted.

Local people with a range of disabilities undertook the auditing process using a checklist developed with Australian Standards AS1428 as the basic criteria.

Residents and visitors to the area have found that using the map to plan their journey reduces the frustration felt when they are



“It’s No Fuss - Use the Bus”

challenged by an unexpected (or unknown) access barrier.

An additional positive outcome of the project has been the development of a reliable audit of access barriers that Council is able to work towards improving – thereby continuing to improve community access.

As a spin off from this project Maps have been produced in tactual format. This was done in collaboration with the Royal Blind Society and has already had a positive response from our blind citizens, some of who have said that this is the first time that they have ever ‘seen’ their area in a large context. An obvious supplement to this Braille map will be an audio loop system to extend the use of the contents of the Map even further. This project is planned for 2003.

Overall the Mobility Map has been a great project and the positive benefits of the project will continue to be experienced for some time to come.

For further information contact Fran Thompson Community Development Worker Wollongong City Council tel 4227 7246



Fran Thompson Wollongong City Council

COONABARABRAN SHIRE COUNCIL

“Road Safety at Flooding Causeways”

14% of people in the Coonabarabran Shire have had an accident or injury when crossing a flooding causeway a recent survey found. The survey also found that the majority of people are likely to cross a flooding causeway during storm and flood events.

Coonabarabran Shire Council identified the crossing of flooding causeways as a local road safety issue and believe that to ensure the community’s safety there needs to be improved community awareness on the associated dangers of crossing flooding causeways. A recent survey of the Coonabarabran community confirmed the Council’s fears that local motorists are potential victims to the floodwaters when they attempt to cross dangerous flooding causeways.

Coonabarabran Shire Council implemented the project to improve community awareness and information on the dangers that flooding causeways present. A ‘Take Care with Causeways’ brochure has been produced. The brochure provides information on how to drive through flooding causeways, precautions



to take when at a causeway and locations for hazardous causeways around Coonabarabran. This project is a first for Road Safety across Australia.

Constructive Solutions Pty Ltd, a local consultant, implemented this community road safety project supported by IPWEA and MAA. For Further information please contact Kevin Tighe, Coonabarabran Shire Council tel 6842 1944

BAULKHAM HILLS, BLUE MOUNTAINS, HAWKESBURY & PENRITH COUNCIL

“Driver Fatigue Over Short Distances”...

The Councils of Hawkesbury, Blue Mountains, Penrith City and Baulkham Hills commissioned research to determine how fatigue effected drivers in their Local Government Areas (LGAs) and what understanding drivers had of driver fatigue over short distances.

The research was undertaken in two parts by students from the University of Western Sydney. The first component consisted of a survey specifically focussed on asking people what they understand of driver fatigue over short distances (under 2 hours), whether or not they were aware of driving between rural and urban environments, and how their driving behaviours changed to adapt to changing conditions.

The second component of the research involved analysing crash data over five years for each of the LGAs to determine how many of the crashes occurred under two hours.

To date, both educational and environmental countermeasures have been put into place to address fatigue. However, fatigue over short distances faces some special challenges. Mass media campaigns have made inroads into changing this culture by encouraging people to take regular breaks and to recognise the signs of fatigue.

Participants in the above mentioned survey indicated that they felt breaking down the culture is easier to do in relation to long distance fatigue where the consequences of not taking breaks are more believable. However, the nexus between long distance fatigue and short distance fatigue is more difficult to establish. The recommendations of the research results have provided a basis on which the group is developing future strategies. Blacktown City Council has now joined the project and IPWEA funding has been approved to develop resources to address the problem.

Copies of the results can be obtained from Janet Hogge, Hawkesbury City Council, 4560 4502 or Jeremy Wood Baulkham Hills Shire Council, 9845 0145.

BOTANY BAY, CANTERBURY, HURSTVILLE, KOGARAH, MARRICKVILLE, RANDWICK, ROCKDALE, SOUTH SYDNEY, SUTHERLAND SHIRE, WAVERLEY AND WOOLLAHRA COUNCILS

‘Heavy Metal Soft Head’

The Road Safety Group of the Southern Sydney Regional Organisation of Councils has just launched the third and final phase of its ‘Heavy metal / Soft head’ pedestrian safety campaign.

Following the previous successes of the earlier stages of the campaign, this phase reaches its target audience via media (bus backs and youth media advertising) and a range of youth-friendly resources that include mouse mats, posters, bookmarks, folder index dividers, cups and posters. These will be distributed via project partners throughout the 11 member council areas, ensuring that the message Speed Kills People - Kill Your Speed reaches its target audience from a range of angles.



Launch of SSRoC Heavy Metal Soft Head Project

Speeding and pedestrian safety are high priorities for Councils in the Southern Sydney region and ‘Heavy metal / Soft head’ aims to encourage young drivers (especially aged 17-25) to slow down, particularly in high pedestrian volume areas.

The message is simple and the campaign graphic of a heavy vehicle bonnet alongside the soft head of a young child reinforces the devastating effect speeding can have on pedestrians.



Murray Freeman, Craig Maher and Darren McKimm reviewing the Cessnock Strategic Plan

For more information, contact Meg Cunningham, Kogarah Council’s Road Safety Officer on tel 9330 9446 or Sue Baker, South Sydney Council’s Road Safety Officer on tel 9288 5474.

CESSNOCK CITY COUNCIL

‘Road Safety Strategic Plan’

Cessnock City Council recently launched their new Road Safety Strategic Plan throughout council by using a stimulating workshop approach. Staff, directors and managers were asked to participate in road safety educational activities to test their willingness to absorb information and change their behaviour.

To set the scene, participants were asked to buckle up (using ribbons/straps around their chairs) and sit still for as long as possible without shuffling in their seat (no more/ no less than 2 hours) without a coffee break (fatigue education) and were unable to answer their mobile phone whilst the workshop was in progress or demerit points would be allocated. Participants then went through an alcohol education session where they were tested on their ability to pour and “guesstimate” standard drinks in the areas of spirits, wine, and fortified wines. "Speed" games were played, fatigue symptoms were identified and motorcycle wheel tracking versus car and truck corner approaching was described and established through drawings and group discussions.

Managers and staff found the cost of fatalities and the enormous representation of human factors in fatal crashes as informative and were pleased to discuss the objectives set out in the new Cessnock City Council Road Safety Strategic Plan.

For more enquiries contact Jennifer Andrews, RSO, Cessnock City Council tel: 4993 4251.

IPWEA/RTA LOCAL GOVERNMENT ROAD SAFETY PROJECT GRANTS

Thank you to those who prepared submissions for IPWEA/RTA Local Government Road Safety Project Grants, funded by the Motor Accidents Authority and administered by the IPWEA. Grant round 8 will operate over the 2002/2003 financial year.

COUNCIL	PROJECT	COORDINATOR
Albury	Road Safety Strategic Plan	Kate Kohne
Armidale-Dumaresq	Dress Bright to Be Seen Alright	Tom Fisher
Bathurst	Catch the BROCK Bus	Melissa Clark
Blacktown	Fleet Safety Best Practice CDROM	Joe Pereira
Camden	Strategic Plan	Kerrie Doherty
Campbelltown	Implementation of Fleet Safe policy	Rebecca Whitford
Canterbury & Bankstown	Evaluation of Arabic Occupant Restraint brochure	Angela Tocher
Canterbury	Strategic Plan	Angela Tocher
Cessnock	Anti Drink Driving Project Throughout the Vineyards	Jennifer Andrews
City of Sydney	Road Safety Advisory Committee	Len Woodman
Coffs Harbour, Lisomore, Hastings, Tweed, Tamworth, Armidale Dumaresq	Fatigue Fighters	Jodie Evans
Coffs Harbour	Road Safety Teaching Aids for People With an Intellectual Disability	Jodie Evans
Coffs Harbour	Fleet Safety Policy	Jodie Evans
Coolamon	Neighbourhood Road Safety Project - Ardlethan	Belinda Maclure
Coolamon, Junee, Wagga Wagga, Temora, Bland, Cootamundra, Culcairn, Holbrook, Urana, Tumut, Tumbarumba, Gundagai	Roadworks – Slowdown and Save Lives	Belinda Maclure
Coolamon, Junee, Wagga Wagga, Temora, Bland, Cootamundra, Culcairn, Holbrook, Urana, Tumut, Tumbarumba, Gundagai	Safe use of SMVs in the Eastern Riverina	Belinda Maclure
Coonabarabran	Road Safety for Special Mobility Vehicles	Kevin Tighe
Dubbo	Strategic Plan phase 2	Kristine Long
Evans, Blayney, Bathurst, Ryleston & Oberon	Road Safety Strategic/Action Plans	Melissa Clark
Evans, Blayney, Bathurst, Ryleston & Oberon	Youth on the Move	Melissa Clark
Fairfield	Pedestrian Road Safety Research	Alison Mortimer
Gosford/Wyong	Females and Drink Driving on the Central Coast Phase 2	Jacqui Clarke
Griffith	PAMP	Justin Dynan
Guyra	Road Safety on Narrow Sealed Roads	Steve O'Rourke
Hastings	Strategic Plan	Karen Thompson
Hawkesbury, Blue Mountains, Penrith, Baulkham Hills, Blacktown	FARM Project Implementation - Fatigue	Janet Hogge
Hurstville	Strategic Plan	RSO
Kiama	Design Printing and Promotion of Road Safety Strategic Plan	Jenny Davies

COUNCIL	PROJECT	COORDINATOR
Lake Macquarie	Strategic Plan	Scott Pickering
Leichhardt, Canada Bay, Burwood, Strathfield	Evaluation of Pilot Pedestrian Safety Education Campaign	Vera Zaccari
Leichhardt	Walk to School 2003	Vera Zaccari
Lismore	Road Safety Sculptures	Wendy Johnson
Lismore	Strategic Plan	Wendy Johnson
Lithgow	The Lithgow Road Safety Strategic Plan	Shona Alexander
Lithgow	Youth on the Move Pilot	Shona Alexander
Manly	Manly Summer Drink Check	TBA
Marrickville	Design, Printing and Promotion of Strategic Plan	Kathrine Georgoulas
Marrickville	Alternative Means of Transport in Marrickville	Kathrine Georgoulas
Moree & Yallaroi	Say YES to Cycle Safety	Kylie Greening
Orange & Cabonne	P Platers Club Phase 2	Tony Bowis
Tamworth	Youth on the Move Mentoring Program	Marg Hombsch
Temora, Bland, Cootamundra	Informed Pedestrians/Safer Pedestrians	Bruce Barrett
Tweed	Safer Vehicles, Safer Drivers for Tweed Shire Council	Ray Clarke
Urana	Planning for Rest in the West	Ian Gilbert
Warren	Speed Reduction Project	Craig Salmon
Willoughby/ Ku-ring-gai/North Sydney	Youth Drug & Alcohol Research Project	Suzy Cipollone
Wollondilly	Log Book Run	Claire Campbell
Wollongong	What is the Degree of Skill Deterioration Due to Fatigue in Motorcyclists on Day Rides?	Prue Dunstan



IPWEA CONFERENCE: A REWARDING TRIP NORTH

With the theme of “Winning the Game” the IPWEA (NSW Division) is holding its Annual Conference and Excellence Awards presentation at Coffs Harbour on the north coast of NSW from 10-14 November 2002.

A conference highlight is the Awards Gala Dinner to be held on Monday evening 11 November. The Dinner will feature the presentation of the Road Safety Engineering Awards and the Local Government Excellence in Road Safety Awards, as categories of the IPWEA Excellence Awards Scheme.

On the day following the presentation of awards, Tuesday 12 November, the conference includes a stream entitled ‘Transport, Roads and Road Safety’. Papers for this stream address topics including thematic road safety audits, engineering for road safety for seniors, current activities of the Staysafe Committee, city centre revitalisation, black spot funding, recycled materials for roads, drainage and fill, the future of Aus-Spec, and RTA single invitation contracts for maintenance of state roads.

For further information about the Conference or the Awards Dinner check the IPWEA web page www.ipwea.org.au.



MOTORCYCLISTS SHOW THE WAY

The Motorcycle Council of NSW has recently released its strategic plan for motorcycle safety. The plan, called 'Positioned for Safety' can be downloaded from www.lderconsulting.com.au/mcycle/positionedforsafety.pdf

The MCC of NSW is a community based organization representing nearly one quarter of all road riders in NSW through their club affiliations.

"Positioned For Safety" is a world first for a community organization and is in response to what they see as a need to improve understanding of motorcycle specific safety issues.

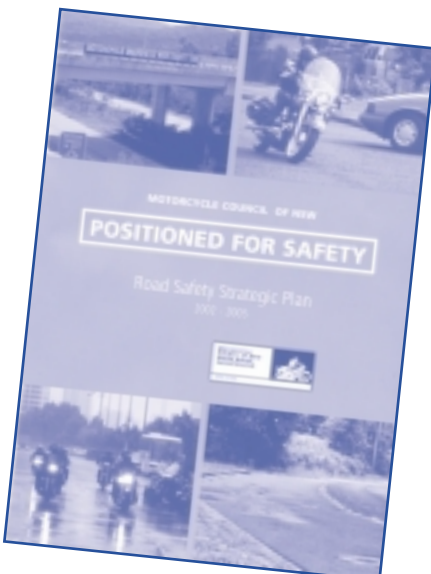
Approximately 12% of all single vehicle motorcycle crashes are due to defective road conditions and the MCC is encouraging all local councils to incorporate at least the basic aspects of Austroads Guidelines to Traffic Engineering Practice, Part 15 Motorcycle Safety, into maintenance and design of local roads.

45% of all motorcycle crashes are as a result of the actions of another road user, with two out of three crashes between a car and a motorcycle being the fault of the driver. The MCC is highlighting the need for community attitudes towards motorcycles to be addressed in safety programs.

Motorcyclists are also addressed within the detailed strategic plan. The project to develop the plan included stakeholder involvement and was managed by Liz de Rome Consulting.

Funding for development of the strategy was provided by the Motor Accidents Authority and this is the first time that a community group has addressed its own safety concerns in this way.

For further information contact the Motorcycle Council of NSW on 02 9833 7794 or mccofnsw@ar.com.au



CONFERENCE CALENDAR

2002 ROAD SAFETY RESEARCH, POLICING AND EDUCATION CONFERENCE

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

IMPACT BIOMECHANICS AUSTRALIA CONFERENCE 2002: PROTECTING PEDESTRIANS ON AUSTRALIA'S ROADS

3-5 November Adelaide Convention Centre. For further details contact conference organisers www.plevin.com.au/rs2002

ARRB/REAAA CONFERENCE TRANSPORT – OUR HIGHWAY TO A SUSTAINABLE FUTURE

18-23 May 2003, Cairns, Queensland. For further information please contact Dr Mary Lydon tel 03 9881 1527 or email: maryl@arrb.com.au



PERSONNEL COMINGS AND GOINGS

Caron Butcher is the new Road Safety Officer for Murray Shire Council based at Mathoura. Lyn Eckhart is the RSO for Mudgee, Coolah and Wellington Councils. Best wishes to Malcolm Horsfall of Bankstown City Council and Michael Bracken of Rockdale City Council who have left their positions to pursue new directions. We also wish Shona Alexander well for the birth of her first child.

Greg Meehan is the School and Youth Programs School Education Program Manager at the RTA. Katrina Denning is the new Road User Safety Project Officer with the RTA South Western Region. Heidi Milne is the new Road User Safety Officer at RTA Sydney Region. Jill Hislop is the new Local Programs Officer also at RTA Sydney Region.

Rebecca Whitford from Campbelltown City Council is currently on maternity leave. Enquiries for Campbelltown's Road Safety Program should be directed to Dick Webb.

Chris Little is the new Executive Manager for IPWEA (NSW Division). Chris commenced duties on 12 August.

ROAD SAFETY AUDIT COURSE

The next Road safety Audit Course is planned to be held in Sydney on 8 & 9 October 2002.

For more information please contact Caitlin Williams on tel 8267 3007.

CONTRIBUTIONS FEEDBACK

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

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