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c o m m u n i t i e s – c o m m u n i t y
r o a d s a f e t y i n A u s t r a l i a a n d N e w
Z e a l a n d

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Local Government Road Safety Programs in Australia and New Zealand

The goal of local government road safety programs was to encourage a more behavioural approach to road safety that combined education, engineering and enforcement solutions to address local road safety issues.

Local Government Road Safety Programs in Australia and New Zealand

Road Safety Officers/Co-ordinators

New South Wales

(80 road safety officers, began in 1992)

Victoria

(18 road safety officers, 24 community groups)

Western Australia

(11 regional road safety advisors)

Queensland(regional road safety advisors)

New Zealand(50 road safety coordinators, began 1991)

Community Road Safety Committees

South Australia(35 community groups)

Tasmania(24 advisory groups)

The role of Road Safety Officers / Coordinators

- Road safety strategic planning and action planning
- Coordinates local road safety initiatives/campaigns with local stakeholders.
- Gain alternative sources of funding/sponsorship
- Supports national road safety initiatives.

Types of initiatives

- Seatbelts and helmets
- Drink and drugged driving
- Speed management
- Fatigue
- Older road users
- Younger road users
- Traffic offenders
- Bicycle safety/cycle paths
- Road worker safety
- Fleet safety
- Motorcycle safety



Local government speed management programs

1. Streets targeted using crash data analysis and complaints from residents.
2. Traffic counters used to gather speed data.
3. Police enforcement at optimum times from speed data.
4. Police letter and dangerous driver report forms delivered to houses.
5. Speed trailer deployed(speed feedback sign)
6. Wheelie bin(household rubbish bin) stickers 'slow for kids', "slow down in my street"
7. Engineering solutions – speed humps, curb protrusions, speed limit review etc.



Wheelie bin signs "50 km/h in our streets"



Local government behavioural speed management programs

1. Low cost and rapid response to complaints about speeding vehicles from community members.
2. Reduction in excessive speeding problems.
3. Reduction in 85th percentile speeds of vehicles.



W h a t m a k e s a n e f f e c t i v e i n i t i a t i v e ?

1. Focus on local problems identified in crash data
2. Focus on specific behaviours that can be measured e.g. seatbelt wearing rates, positive alcohol test percentage, 85th percentile speed of vehicles.
3. Enhance the effectiveness of current systems e.g. Council management systems, Police initiatives & statewide campaigns
4. Sustainability.

Conclusions

- *Community road safety programs help raise the priority of road safety within local government*
- *They promote the use of behavioural solutions to reducing road trauma in the local community.*
- *Facilitate the development of local road safety partnerships*
- *“Community road safety programs are recognised as best practice in the delivery of road safety”(Cairney,2002)*

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