Road Safety Action Plan
2021-2023

Driving Change
Road Safety Strategy
for Western Australia
2020-2030

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Acknowledgment of Country

The Western Australian State Government acknowledges the traditional custodians throughout Western Australia and their continuing connection to the land, waters and community. We pay our respects to all members of the Aboriginal communities and their cultures – and to Elders both past and present. Within Western Australia, the term Aboriginal is used in preference to Aboriginal and Torres Strait Islander, in recognition that Aboriginal people are the original inhabitants of Western Australia. Aboriginal and Torres Strait Islander may be referred to in the national context.
Western Australians have been called to action. Driving Change, the Road Safety Strategy for Western Australia 2020-2030 has set an ambitious road safety target to reduce the number of people killed or seriously injured by 50 to 70 per cent by 2030.

Our vision is that death and life-changing injury on the roads will be eliminated by 2050.

Now it is time for every road user to commit to making that vision a reality.

The Road Safety Action Plan 2021-2023 sets out the path for government, the private sector and the community to collaborate in saving lives and reducing serious injuries as a result of road crashes.

The McGowan Government will provide bold leadership and focus on the priorities set out in the strategy, as well as guide the community on our journey to drive the change required to deliver positive road safety outcomes.

The change starts with all of us committing to being safe road users, who support a positive cultural change and take responsibility to make every journey a safe one.

The government and its relevant agencies have the power to create an improved environment for all road users by building safer roads and road systems.

We can promote the importance of safe vehicles by encouraging the purchase of the safest affordable vehicle and uptake of the latest safety technology.

The State and Federal governments, recognising that the regions are over-represented in the number of deaths or serious injuries on WA roads, have committed to the biggest-ever investment in regional road safety. The funding injection will significantly improve road safety on major regional roads and fast-track work that was to take 40 years into a program that could be completed in less than 10 years.

We must also reduce the impact and consequences of road crashes by improving post-crash response, both at the scene and through the ongoing care of those injured in a crash.

As the Minister for Road Safety, I encourage every Western Australian to get on board with this action plan, whether it is at a government level or within your local community, so we can make the vital progression to reach the ambitious road trauma vision of zero people killed or seriously injured on our roads by 2050.

Hon. Paul Papalia CSC MLA
Minister for Road Safety

“Driving Change aims to achieve a 50-70% reduction of deaths and serious injury on our roads by 2030.”
Message from the Road Safety Commissioner

It is not clear how it happened, but somehow our community developed a false belief that road trauma is unavoidable. Nothing could be further from the truth.

Driving Change, the Road Safety Strategy for Western Australia 2020-2030 is a realistic strategy to save up to 8,648 people dying or suffering serious injury on our roads by 2030. It is a goal that is achievable, and it is a goal that sets us on a clear path to achieve zero deaths and serious injuries from road trauma by 2050. The strategy identifies five key priority areas that the government - in collaboration with business, the not-for-profit sector, and the wider community – will focus on over the next 10 years:

- Safe Roads
- Safe Road Users
- Safe Speeds
- Safe Vehicles
- Post-Crash Response

Each priority area has a significant role in contributing to the target of a 50-70 per cent reduction in the number of people being killed or seriously injured on our roads by 2030.

The Road Safety Action Plan 2021-2023 outlines a coordinated approach to implement key actions from the strategy priority areas, with considerable focus directed at protecting road users through better design of roads, improving regional roads, increasing the use of safety technology in our vehicles and in post-crash responses both at the scene of a crash and through medical care and rehabilitation.

We also need to change individual and community attitudes to reduce road trauma and ask that they recognise road trauma is avoidable and something that we should not tolerate… and be prepared to take action to force change.

The Road Safety Action Plan 2021-2023 will be reviewed on a regular basis and updated to incorporate new and emerging road safety issues, such as the growing usage of emerging safety technology.

Adrian Warner
Road Safety Commissioner

A BOLD STRATEGY TO ACHIEVE OUR ULTIMATE GOAL

Changing community attitudes is at the very core of Driving Change, the Road Safety Strategy for Western Australia 2020-2030.

Our ultimate goal is to have developed a road safety system and a community attitude that will eliminate road crashes that result in people being killed or seriously injured on our roads by 2050.

Community Support
This Action Plan has drawn state-wide community consultation programs

- Over 3,000 comprehensive surveys submitted online.
- 57 public and specialist forums held in metropolitan, regional and remote areas of WA.
- 30 of these forums were held in communities across the breadth of WA, from Kununurra to Esperance.
- The forums involved a range of road user and community members, including Aboriginal communities, pedestrians, cyclists and motorcyclists, industry, schools, regional stakeholders and various State and Local Government agencies.
MAKING IT HAPPEN

WA’s Road Safety Framework

Driving Change, the Road Safety Strategy for Western Australia 2020-2030, sets out an ambitious and achievable target with clear priorities and a focus on key enabling factors underpinned by internationally recognised road safety principles.

It recognises that we all have a role to play to make every journey safe.

This includes engineers building better roads, vehicle designers making safer cars, health professionals providing ongoing post-crash care, greater recognition across the private and public sectors that vehicles can be a workplace, and individuals making informed and careful choices to improve their chances of arriving safely at their destination.

These principles recognise that some road users are more vulnerable than others, and that people will always make mistakes, but mistakes that result in a crash should not result in death or serious injury.

This Road Safety Action Plan 2021-23, which has a strong focus on regional road safety through significant investment in building safer roads and regional enforcement, enhanced by innovation in trialling safety camera technology, outlines a way forward to accomplish what the Driving Change, the Road Safety Strategy for Western Australia 2020-2030 sets out to achieve.
OUR PRIORITIES

The complexity of our transport system and the multiple interactions that occur between all road users has been recognised in the development of Driving Change, the Road Safety Strategy for Western Australia 2020-2030. Achieving our strategic goal of a reduction of 50-70 per cent in road trauma will only be achieved through the collaboration of all stakeholders in our road safety system.

The strategy identifies five priority areas that the government, in collaboration with business, the not-for-profit sector and the wider community will focus on over the next ten years:

- Safe Roads
- Safe Road Users
- Safe Speeds
- Safe Vehicles
- Post-Crash Response

This action plan identifies specific actions and responsibilities for delivery under each of these key priority areas as well as measurable benchmark goals required to achieve success. It is only through a united effort from all stakeholders across all aspects of the plan that our goal can be achieved.

STRATEGIC FOCUS AREAS

Regional Challenge

Only around 25% of Western Australians live in regional areas however regional crashes account for approximately 63% of all people killed and 36% of all people seriously injured on our roads.*

| Population | 75% METRO | 25% REGIONAL |
| People Killed | 37% METRO | 63% REGIONAL |
| People Seriously Injured | 64% METRO | 36% REGIONAL |

*People killed or seriously injured by region, 2015-2019 – Main Roads WA regional boundaries used.

Three in every four serious crashes on regional Western Australian roads involved a local driver either within their own local government area or an adjacent one.

64% of those killed or seriously injured in regional crashes are male, and of those, 23% are men aged between 20-29.

A single vehicle leaving the road is the most common crash type in regional areas.
STRATEGIC FOCUS AREAS

Metro Challenge

34% of people killed or seriously injured between 2015 and 2019 were pedestrians, people who ride bicycles and other more vulnerable road users.

Approximately 86% of Australian cyclist deaths and 75% of cyclist serious injuries involve a motor vehicle.

Intersections are the most common crash location in urban areas.

The majority of Western Australians are supportive of safer speeds in high pedestrian and cycling areas and on WA’s most dangerous roads.

Driver Distraction and Inattention

Approximately 75% of all serious crashes involve a mistake, a momentary lapse in attention or tiredness.

In 2019, 1,414 people were killed or seriously injured in crashes thought to be the result of errors, tiredness or inattention.

Roads which have been improved as part of the Regional Run-off Road Program show significant reductions in run-off road crashes.

The Metropolitan Intersection Crash Program will continue to improve safety on WA’s most dangerous high-volume urban intersections.
Safe Roads

**PRIORITY AREA:**
Regional and Remote Roads

Deliver road safety improvements and speed reduction measures to 7,000km of identified regional roads from 2020-23 and work with the Australian Government to contribute towards the program from 2023 and beyond.

Support the State and National Blackspot programs that directly target roads with a proven crash or injury prevalence/crash history or locations identified as high-risk.

**PRIORITY AREA:**
Intersections

Invest in metropolitan and regional intersection treatments to reduce the severity of crashes and improve pedestrian facilities.

Invest in evaluation of the rural intersection advanced warning signs program that deploys a temporary 30km/h speed reduction on a through road when vehicles are detected on a side road.

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**Stock Road and Beeliar Drive intersection upgrade**

- $7 million of upgrades at the Stock Road and Beeliar Drive intersection will significantly improve road safety for cyclists and pedestrians by enabling them to cross under signal control with all traffic stopped.
- More than 24,000 vehicles pass through the busy intersection each day, with 53 reported crashes from 2015 to 2020.
- Traffic flow has improved, with new lanes on all approaches, new and extended turning pockets and upgraded traffic signals.
- Safety barriers on the western corners of the intersection together with upgraded street lighting provide additional safety.
- A Metropolitan Intersection Crash Program study funded by the Road Safety Commission shows intersection upgrades are proven to have good road safety outcomes.
- The 11 treated intersections evaluated in the study had reduced all-reported crashes by 23.3 per cent, casualty crashes by 44.3 per cent and killed or seriously injured crashes by 66.1 per cent, compared to untreated sites.
SAFE ROAD USERS

PRIORITY AREA:
Pedestrians and Cyclists

Lead the development of WA’s first whole-of-government Bike Riding Strategy and identify opportunities to improve safety and increase participation in bike riding, walking and other forms of active transport.

Improve the regulation and safe use of e-rideable devices including e-skateboards, hoverboards, e-wheels, e-scooters and e-skates.

Deliver on initiatives within the WA’s Long Term Cycle Network, with a focus on purpose built cycling infrastructure to create the Primary Route Network, to support bicycle riding as a safe, connected and convenient form of transport.

Evaluate and promote the outcomes of Safe Active Streets which lower speeds to 30km/h on quiet local streets and allow for a safer shared street space.

Invest in communication and engagement campaigns to support “share the road” messaging and support safe road behaviours.

Causeway Pedestrian and Cyclist Bridge

• The existing Causeway path has long been recognised as a very busy thoroughfare for pedestrians and cyclists, which can become uncomfortable and unsafe.

• On average, more than 1,400 cyclists and 1,900 pedestrians use the current path each day.

• The new bridge is anticipated to be six metres wide, with dedicated pedestrian and cyclist lanes.

• With construction anticipated to start in 2022, the bridge will connect Victoria Park foreshore with Heirisson Island and Perth’s CBD.
SAFE ROAD USERS

PRIORITY AREA: Children and Young People's Road Safety
Invest in partnerships that will deliver evidence-based, school-based programs from Kindy to Year 12, to encourage positive road safety behaviours.
Partner with community groups to deliver campaigns and education to increase awareness of the dangers for children, young people and other at risk groups in and around vehicles.
Work with relevant state government agencies, local governments, and communities to reduce vehicle speeds around schools and other areas where children are at greater risk.
Work with local communities and partners including Kidsafe and RoadWise to educate parents and carers on the proper use of child car restraints.

The Safety School Experience
• The Constable Care Safety School is a best-practice excursion destination for children aged 4-12 years that enhances children's road safety education through real-life scenarios.
• A purpose-built classroom complex provides a realistic layout of Perth's streets giving students a hands-on opportunity to learn vital pedestrian, bicycle and public transport travel safety skills.
• The experience includes cutting-edge augmented reality in a simulated-risk environment.

Hands on the Wheel – Clontarf Foundation
• The Hands on the Wheel program supports and mentors Clontarf students to obtain their driver’s licence and be safer on the roads.
• Having access to a driver’s licence provides a greater opportunity to secure employment.
• In 2020, 380 one-hour lessons and several safety sessions were run by professional driving instructors resulting in 17 school boys getting their driver’s licences. Many more obtained their learner’s permits and progressed their logbook hours.
Following this success, Clontarf and the Road Safety Commission have formed a strategic partnership, along with support from the Department of Education, Macquarie Bank, Macquarie Foundation and Margaret Dundas, which will expand the scope of the project to include regional Clontarf academies across WA.

SAFE ROAD USERS

PRIORITY AREA: Aboriginal and CaLD Communities
Partner with local communities and representative organisations to develop and implement co-designed and culturally responsive road safety education and intervention programs.
Partner with community groups to support measures that address recognised barriers to obtaining a driver’s licence and registering a vehicle.
SAFE ROAD USERS

PRIORITY AREA: Inclusive Education and Engagement

Redesign the partnerships and grants program to establish sustainable longer term partnerships that deliver road safety improvements at a local community level.

Develop road safety media and education campaigns that raise awareness, educate and support behaviour change.

Enhance and improve online engagement through Community Connect, to increase opportunities for all road users across the State to participate in consultations relating to road safety.

Aboriginal education and awareness – Dampier Peninsular Cape Leveque

• The Road Safety Commission has created a series of road safety education and awareness messages to support the opening of the newly sealed Cape Leveque Road in the Kimberley region.

• A sealed 90-kilometre stretch of the Dampier Peninsula road is now open to the public, which allows local residents and tourists safer and greater access to the area. Prior to this section of road being sealed, seasonal weather conditions made this road unpassable at certain times of the year.

• To prepare local communities, tourists and people working on the Dampier Peninsula, the Road Safety Commission and Dampier Peninsula Working Group have developed several resources as part of a community awareness campaign.

SAFE ROAD USERS

PRIORITY AREA: Motorcyclists

Work closely with the motorcycle riding community and supporting partners, including RoadWise, to identify opportunities to improve motorcycle rider safety.

Through the Motorcycle Clothing Assessment Program, research, test and promote the safest protective clothing for motorcycle riders.

PRIORITY AREA: Vehicles as a Workplace

Partner with the heavy vehicle industry to promote and support the positive mental and physical health of drivers.

Reduce workplace road trauma by influencing safer fleet management practices where vehicles are part of the workplace.

PRIORITY AREA: Risk Behaviours

Investigate evidence-based measures to address risk taking behaviours for learner and novice drivers.

Develop and deliver universal and targeted campaigns that raise awareness of the risks of inattention, drink and drug driving.
SAFE SPEEDS

PRIORITY AREA:
Safe Travel Speeds

Evaluate the safety camera program and develop a strategy which will ensure speed cameras are used in a way that best delivers road safety benefits.

Develop a speed management strategy for safer speeds on WA’s most dangerous roads.

Work with Local Governments, WA Local Government Association and stakeholders to identify and implement safer speeds in local areas.

40kmh speed limits here to stay in four South-West towns

• Speed limits through four South-West towns reduced from 50kmh to 40kmh
• Follows successful trial overseen by Technical Working Group, comprising representatives from local governments, Main Roads and the Road Safety Commission.
• There has been strong community support for the reduced speed limits as well as a high level of compliance.
• The new speed limit reduction will help improve driver and pedestrian safety as well as reduce road trauma.
SAFE SPEEDS

PRIORITY AREA: Better Enforcement

Implement innovative detection and enforcement of high-risk and inattention-type offences.

Strengthen vehicle owner’s responsibility to identify the driver in camera-detected offences.

Prioritise traffic enforcement in regional WA, through high visibility policing on regional roads, including the Regional Enforcement Unit.

Achieve impaired driving (alcohol and drug) test targets to respond to current and emerging risk behaviours.

Target enforcement efforts on our roads in response to current and emerging risk behaviours associated with road trauma.

Speed Camera Trial

- A pair of mobile point-to-point average-speed cameras will be trialled on WA roads in late 2021 which will target speeding hotspots.

- The new mobile speed cameras attach to a trailer, meaning they can be used in any region of the state, and can automatically detect a wider range of offences including:
  - Mobile phone use
  - Drivers and front seat passengers not wearing seatbelts
  - Speeding using point to point capability
  - Unlicensed vehicles

- The Road Safety Commission will consult with police, Main Roads WA and local governments to determine the most effective trial zones, with a focus on regional areas.

- A survey conducted by the Road Safety Commission found four out of five West Australians supported the use of technology that would detect driving offences such as mobile phone use and not wearing a seatbelt.
SAFE VEHICLES

PRIORITY AREA:
Vehicle Safety

Reduce the age of the State vehicle fleet and work with the private sector to accelerate the community uptake of newer, safer vehicles.

Invest in and promote the work of ANCAP and the Vehicle Safety Research Group.

Advocate for timely adoption of Australian Design Rules that influence the market promotion and uptake of latest vehicle safety technologies.

New and used vehicle safety assessment programs

- The Used Car Safety Ratings Buyer’s Guide rates the performance of and protection offered by vehicles involved in more than eight million crashes in Australia and New Zealand.

- The annual guide provides the latest star rating information for a range of used vehicles, determined through a statistical analysis of real-world crash data undertaken by the Monash University Accident Research Centre, on behalf of members of the Vehicle Safety Research Group including the Road Safety Commission.

- New technologies such as Autonomous Emergency Braking reduces the risk of real-world rear-end crashes by 54-57 per cent. It has been attributed to a 27 per cent reduction in fatal crashes.

Post-Crash Response

ACTION PLAN
**POST-CRASH RESPONSE**

**PRIORITY AREA: Support**

Invest in post-crash counselling and support services to reduce the ongoing psychological and social distress for people affected by road trauma.

Invest in innovative health research and programs to improve rehabilitation and long-term health outcomes for crash victims.

Invest in improving response times to crashes to improve the severity of injury outcomes.

**South West Emergency Rescue Helicopter**

- The South West Emergency Rescue Helicopter service contributes to road safety outcomes by increasing the regional coverage of the emergency rescue helicopter service and provides potentially faster access to critical care in the event of a road crash.
- Managed by the Department of Fire and Emergency Services and sponsored by RAC, the helicopter is based in Bunbury and can be airborne in minutes with highly trained paramedics on board ready to assist in a wide range of emergencies.

**PRIORITY AREA: Research, Data and Analytics**

Work across government to improve and develop WA’s geo-spatial capabilities to increase our knowledge of crash locations.

Support and develop WA’s role as a centre of excellence for road safety research and evidence-based best practice.

Improve and build more effective road safety data collection, sharing and evaluation capabilities that inform policy and practice.

**ACTION PLAN SUMMARY AND REPORTING AGENCIES**

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