

# Towards Zero Action Plan Road Safety Projects



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## STRATEGIC PROJECTS

### Development of the next road safety strategy

Around 300 people are seriously injured or killed on Tasmanian roads every year.

The current Towards Zero - Tasmanian Road Safety Strategy 2017-2026 concludes at the end of 2026.

A new road safety strategy is being developed. This requires a comprehensive understanding of past performance, future trends, effective countermeasures, and best-practice road safety management.

The new strategy will be based on the Safe System approach. The Safe System approach has four elements: safe road users, safe roads and roadsides, safe vehicles and safe speeds. The approach recognises that as humans we all make mistakes and on the road this leads to crashes. However the road system must be forgiving and able to accommodate mistakes so that crashes do not result in death or serious injury. It also recognises that road safety is a shared responsibility and involves all road users, including drivers, motorcyclists, passengers, pedestrians, cyclists, commercial and heavy vehicle drivers.



## MAKING OUR RURAL ROADS SAFER

### Rural roads grants program for local government

The Safer Rural Roads Program (SRRP) provides funding to councils to implement infrastructure treatments on rural road corridors to reduce lane departure crashes and the harm when they do occur.

### Infrastructure upgrades on low volume State roads

This program provides funding for lower volume State roads, where cost effective treatments such as shoulder sealing, pavement markings, curve warnings, roadside hazard removal and safety barriers will achieve maximum value for money.

### Motorcyclist safety on rural roads

Road safety audits will be conducted on high-risk touring routes across Tasmania. This program involves local motorcyclists and a safe system approach to inform audits. Findings are shared with stakeholders to identify countermeasures that go beyond typical infrastructure solutions.

### Speed management and community engagement strategy

Speed management requires a holistic strategy encompassing public education, road risk assessments, enforcement, speed limit setting, infrastructure measures, vehicle technologies, outcomes and evaluation. This project involves community engagement to inform and build support for action on safer speeds. A significant ongoing coordination effort is required to support the strategy.

### Safe system knowledge and skills training

This initiative aims to improve Safe System knowledge for all those in a position to influence road safety outcomes. The initiative focuses on Safe System infrastructure design, including appropriate speed setting, and consists of technical training sessions, workshops and forums across Tasmania.



## IMPROVING SAFETY IN OUR TOWNS AND CITIES

### Targeted infrastructure upgrades in high traffic urban areas

This program provides for delivery of a range of infrastructure safety upgrades to make our towns and cities safer. This includes shoulder sealing, intersection improvements, safety barriers and pavement marking at high traffic areas. This program targets high volume state roads that are not planned for major investment in the short term.

### Vulnerable Road User Program

The Vulnerable Road User Program (VRUP) is an established grants program which assists local government with the costs of installing safety improvements in built up areas. The aim of the program is to reduce conflict between vehicles and vulnerable road users - cyclists, pedestrians and motorcyclists.

Additionally, the program has a focus on increasing Safe System knowledge and capacity in local governments. The funding available under the VRUP was increased from \$1 million to 2 million per annum, under the current Action Plan.

### Community Road Safety Grants Program

The Community Road Safety Grants Program (CRSGP) is an established grants program that aims to build community engagement to address local road safety issues. The program supports local councils, schools, community groups, research institutions and charity organisations to promote road safety at the grass roots level.

### Trial of innovative technologies

This project will include monitoring, investigation and trialling of new and emerging technology-based approaches to improving safety for vulnerable road users.

### Innovative infrastructure treatment demonstrations

This project will investigate, trial and demonstrate innovative Safe System urban infrastructure treatments to improve road safety in our urban areas. We will work with local councils to show how Tasmania's cities and towns can be improved for the benefit of all road users, particularly cyclists and pedestrians.



## SAVING YOUNG LIVES

### Learner Driver Mentor Program and Driver Mentoring Tasmania

The Learner Driver Mentor Program (LDMP), supported by Driver Mentoring Tasmania (DMT), is a well-established program that supports disadvantaged learner drivers to gain supervised on-road driving hours to gain a licence. DMT supports LDMP providers through peak body support and coordination.

### Graduated Licensing System Project

Changes have been made to the Graduated Licensing System (GLS) for drivers to better protect young and novice drivers and improve the licensing pathway. Young drivers are overrepresented in crash statistics and most at risk when they first get their Ps and start driving solo. The changes to the GLS aim to address this risk and improve road safety outcomes for both young and novice drivers.

## Motorcyclist Graduated Licensing System review

The Tasmanian motorcyclist GLS is being reviewed to identify enhancements to ensure novice motorcyclists are as safe as possible on Tasmanian roads.

## RYDA program

RYDA is a one-day interactive road safety education program for Year 10-12 students to assist them to respond positively to the challenges and responsibilities of being a driver or passenger. RYDA's curriculum consists of six sessions, each focusing on critical aspects of road safety, including speed management, distraction avoidance, and the importance of responsible driving. Professional facilitators, including Tasmania Police and experts from road safety organisations, lead the sessions. Rotary volunteers support the program's operations, handling logistics, coordination with schools, and ensuring smooth delivery across six statewide locations.

RYDA has proven to be a transformative experience for students, fostering attitudinal changes towards driving. The program encourages young drivers to think critically about their behaviour on the road, equipping them with the knowledge and skills needed to make safer choices. Additionally, students who participate in RYDA receive a five-hour reduction in the mandatory driving hours required for their learner's licence, further incentivising participation.

## Driving for Jobs Program

The Driving for Jobs (DfJ) Program aims to support disadvantaged students who would otherwise be unable to enter and progress through the Graduated Driver Licensing System (GLS). The program provides students at selected schools with the opportunity to increase their road safety knowledge whilst also improving their job readiness. Students undertake a personalised intensive program with a strong road safety focus including professional on-road driving lessons and participation in the RYDA Program.

## RACT education initiatives

The RACT delivers a range of community and school-based road safety education programs, including the 'Years Ahead' presentations to seniors in community groups, the 'Dangers of Distractions' sessions for high school students, and the 'RoadSafe' presentations targeting primary school students.

## Real Mates media campaign

The MAIB-funded Real Mates campaign engages with young men to encourage them to avoid the risks of drink driving by empowering them to speak up and stop a mate from driving after drinking.

## Bicycle Network bike education

The Bicycle Network delivers the Ride2School program designed to promote safe cycling habits, road safety awareness, and positive road-sharing behaviour among primary-aged students. Through engaging educational sessions, the program encourages young students to embrace cycling as a safe and sustainable mode of transport.

## Safety around schools

Safety around schools is promoted through designated crossings, lower speed zones, more than 100 school crossing patrol officers and public education. The current safety around schools project, including the 'Love 40' campaign, encourages drivers to lower their speed and keep a look out for children in school zones and around buses.

## Kidsafe child restraint check program

Kidsafe Tasmania conducts free child restraint checking and training sessions for professionals to ensure young children are safely and lawfully seated and restrained in cars. Kidsafe also distributes and promotes educational materials to inform the public of the correct child restraint type for a child's age and size.

## Full Gear motorcycle safety project

The Glenorchy City Council, in partnership with Bucaan House, delivers its successful Full Gear motorcycle safety project, which helps at-risk young motorcycle riders to enter the licensing system and adopt safe riding practices.

## RACT Youth Road Safety Program

The Youth Road Safety program is a five-year comprehensive road safety education program funded through an \$8 million election commitment and is being developed by the Royal Automobile Club of Tasmania (RACT). This initiative aims to drive down rates of serious injury and death among young drivers, who are overrepresented in our road trauma statistics.



## ENCOURAGING SAFER ROAD USE

### Inattention and distraction

Inattention and distraction are concerning causes of serious casualty crashes and may have a far greater impact than current data suggests. There are a number of research projects and enforcement initiatives that are being used to address this issue. This project includes consideration of emerging strategies for tackling distraction, encouraging compliance through enforcement and influencing driver behaviour through public education campaigns.

### Safe behaviour campaigns

Targeted media campaigns continue to be developed to educate people about high-risk behaviours and to highlight the dangers of the 'Fatal Five'.

### Mandatory Alcohol Interlock Program (MAIP)

The MAIP aims to have repeat and high-level drink driving offenders demonstrate they are able to separate their drinking from driving through the installation of an alcohol interlock in their vehicle. New measures will be introduced to increase participation in the MAIP.

### Protective clothing for motorcyclists

Motorcyclists are overrepresented in Tasmania's road trauma figures. Motorcyclists are vulnerable road users due to a lack of physical protection. Protective clothing can reduce injury severity in the event of a crash. Tasmania is a funding member of MotoCAP. MotoCAP provides safety assessment star ratings for protective clothing and prepares education materials for motorcyclists.

### Road safety penalties review

For enforcement activities to improve safety on our roads, they need to be backed up with appropriate penalties. Tasmania's road safety penalties will be reviewed to ensure they are up-to-date and provide an appropriate deterrence to those who break the rules and put themselves and others at risk.

### Speed enforcement strategy

As one of the primary 'fatal five' contributory factors, speeding is directly addressed within the Tasmania Police Safe Roads Strategy 2024-2026.

The Strategy directs enhanced speed enforcement strategies and techniques to increase the rate of detection and increase the perception that offending drivers and riders will be caught, through the coordination of high-visibility speed enforcement in high-risk areas across all police districts.

## Enforcement of high-risk behaviours

To reduce high-risk behaviours and increase compliant road user behaviour, State Growth and Tasmania Police work collaboratively to investigate and introduce new enforcement techniques and technologies to detect high-risk behaviours that address the 'fatal five', including mobile phone use, speeding and failure to wear a seatbelt.

## Automated Traffic Enforcement Program

Automated Traffic Enforcement (ATE) (ie. speed cameras) has been relatively underutilised as a deterrence and enforcement mechanism in Tasmania. This project investigates proven and emerging camera technologies for use at high-risk locations and across the entire road network.

## High-risk motorcycling enforcement

Speed is a factor in at least a quarter of motorcyclist serious casualties. Speed cameras offer no deterrence to motorcyclists, whose numberplates are mounted only on the back. Introduction of rear-facing speed cameras will improve detection and deterrence of speeding. This is being considered as part of the Automated Traffic Enforcement Program.

## Road Rules Awareness

Compliance with Road Rules makes our behaviour on the roads predictable, improving safety for all road users. This initiative ensures that user-friendly and tailored information resources are developed so that the Road Rules are easily understood and adhered to by all road users.



**MAKING VISITORS SAFER**

## Tourist road safety signage program

This program will see the installation of tourist signage strategically placed across the road network. The signs will provide important road safety information, relevant to the area road users are travelling in. This program will be undertaken in collaboration with stakeholders, local government and State Roads.

## Responsive electronic signage trial

This project will trial a responsive electronic sign with real time information at regional tourism gateways.

## Tourist education materials

A range of education materials have been developed using images, symbols and multi-lingual material and are delivered to specific audiences through targeted communications channels. This includes vehicle hangers, brochures, posters, roadside signs, editorial content, film and digital content.

## Strategic partnerships

Developing strategic partnerships based on synergies with target audiences will enable the effective promotion of road safety messages and education.

## Tourist education at gateway entry points

As an island state, we have the opportunity to strategically place messaging at our gateway airports and seaports to reach visitors with important road safety messaging prior to them driving in Tasmania. This includes a range of educational materials, electronic and static signs and billboards.

## Stakeholder alliances

Sharing information and collaborating to develop effective strategies and tools to address road safety issues is vital. This project will develop formal and informal stakeholder alliances to encourage input and create opportunities to deliver joint initiatives.



## IMPROVING SAFETY THROUGH VEHICLES AND TECHNOLOGY

### Australasian New Car Assessment Program (ANCAP)

Tasmania is a funding member of ANCAP. ANCAP plays a vital role in informing consumers about safety performance of new vehicles and advocates for improved vehicle safety design and specification through public education campaigns, advocacy activities and engagement with governments, corporate fleets, the media and consumers. Activities related to ANCAP includes promotion of safer vehicles and options for an annual vehicle fleet report.

### Safer cars for young drivers

This project aims to increase awareness of the Used Car Safety Rating database amongst first time car buyers. This could be promoted through education materials and campaigns and may be able to integrate with the GLS online learning platform.

### Autonomous vehicle and crash avoidance readiness

This project involves the monitoring and development of safety and autonomous vehicle technologies.

### Workplace driver safety

Vehicle use in road traffic is the most significant contributor to work-related traumatic injury. This project will aim to promote and encourage employers to adopt safe driving policies based on the WorkSafe, 'Vehicles as a workplace' guide.

### Light vehicle safety strategy

A light vehicle safety strategy will be developed to provide public education and undertake enforcement activities to enhance the safety standard of Tasmania's vehicle fleet.