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**ROAD SAFETY COUNCIL**  
**SECTION 13**  
**REPORT ON ACTIVITIES 2009-10**

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The Honourable R Johnson, MLA  
Minister for Police; Emergency Services; Road Safety

Minister

**STATUTORY REPORT – ROAD SAFETY COUNCIL ANNUAL REPORT ON ACTIVITIES 2009-10**

Pursuant to section 13 of the *Road Safety Council Act 2002* the Road Safety Council submits its report on the activities of the Council for the financial year ending 30 June 2010.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'D'Arcy Holman', with a long horizontal flourish extending to the right.

**Professor C. D'Arcy J. Holman**  
**Independent Chair**  
**ROAD SAFETY COUNCIL**

9 August 2011

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## OVERVIEW

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The Road Safety Council is established as a body under section 4 of the *Road Safety Council Act 2002* (RSC Act). Section 5 of the RSC Act specifies that the Council's functions are to:

- a) identify measures —
  - i. to improve the safety of roads in the state; and
  - ii. to reduce the deaths of people, the injuries to people, and the damage to property, resulting from incidents occurring on roads in the State;
- b) recommend to relevant bodies and persons the action that should be taken to implement those measures;
- c) co-ordinate the implementation of those measures by relevant bodies and persons;
- d) evaluate and monitor the effectiveness of those measures;
- e) evaluate and monitor the safety of roads in the State; and
- f) recommend to the Minister how money standing to the credit of the Account should be spent to implement those measures and to facilitate the performance of the Council's functions.

In addition, section 11 of the RSC Act requires the Council 'to determine the procedure for convening and conducting its meetings' and keep accurate minutes of its meetings.

There were a number of changes to the Road Safety Council during 2009-10:

- On 24 July 2009, the Minister for Road Safety appointed Professor D'Arcy Holman as the chair of the Road Safety Council. Professor Holman took up his appointment in November 2009.
- Mr Lew Watts replaced Mr Vic Evans as the represented of the Insurance Commission on 20 November 2009.
- Assistant Commissioner Shayne Maines replaced Assistant Commissioner Steve Brown as the WA Police representative.
- Following an expression of interest process, the RAC was reappointed as the road user representative on the Council. Mr Matthew Brown, Head of Member Advocacy Services RAC replaced Mr Michael Heath as the road user representative.
- The Department of Planning and Infrastructure was split into the Department of Transport and the Department of Planning. Mr Alastair Bryant was appointed as the representative of the Department of Transport and Mr Bruce Macdonnell was appointed to represent the Department of Planning.
- The Office of Road Safety was transferred from the Department of the Premier and Cabinet to Main Roads WA from 1 July 2009.

Table 1 lists Road Safety Council members as at 30 June 2010. These members have been appointed in accordance with section 6 of the RSC Act.

**Table 1: Road Safety Council members 2009-10**

Member	Representing	Position
<b>D'Arcy Holman</b>	Chair (appointed by the Minister with responsibility for Road Safety)	Chair in Public Health The University of Western Australia
<b>Matthew Brown</b>	Road Users (appointed by the Minister with responsibility for Road Safety)	Head of Member Advocacy Services, RAC
<b>Troy Pickard</b>	Local Government (nominated by the Western Australian Local Government Association)	Mayor of Joondalup
<b>Iain Cameron</b>	Office of Road Safety (employed in the department of the Public Service principally assisting the Minister in the administration of the <i>Road Safety Council Act 2002</i> )	Executive Director
<b>Alastair Bryant</b>	Department of Transport (representing the Minister administering the provision of the <i>Road Traffic Act (1974)</i> licensing provisions, and the <i>Transport Co-ordination Act 1966</i> )	Managing Director, Licensing Business Unit
<b>Bruce Macdonnell</b>	Department of Planning (representing the Minister administering the provision of the <i>Planning and Development Act 2005</i> )	Executive Director, Perth, Peel and South West Planning and Strategy
<b>Shayne Maines</b>	WA Police Service (representing the Minister administering the <i>Police Act 1892</i> )	Assistant Commissioner
<b>Rose Moroz</b>	Department of Education (representing the Minister administering the <i>School Education Act 1999</i> )	Director, Schools
<b>Andrew Robertson</b>	Department of Health (representing the Minister administering the <i>Health Act 1911</i> )	Deputy Chief Health Officer
<b>Des Snook</b>	Main Roads WA (representing the Minister administering the <i>Main Roads Act 1930</i> )	Executive Director, Road Network Services
<b>Low Watts</b>	Insurance Commission (representing the Minister administering the <i>Insurance Commission of Western Australia Act 1986</i> )	General Manager Insurance

## IDENTIFYING AND RECOMMENDING MEASURES TO IMPROVE ROAD SAFETY AND REDUCE DEATH AND SERIOUS INJURY

During 2009-10, the Road Safety Council identified and implemented a range of measures to improve road safety in Western Australia. Many of these activities are carried out by the individual Road Safety Council agency that has direct responsibility and accountability for the delivery of functions as described in their governing legislation. Table 2 details the areas of responsibility for road safety of each Road Safety Council member.

*Table 2: Road Safety Council member agencies - areas of responsibility*

ROAD SAFETY COUNCIL MEMBER	AREAS OF RESPONSIBILITY FOR ROAD SAFETY
<b>Chairman</b>	<ul style="list-style-type: none"> <li>• Presides at Road Safety Council meetings</li> </ul>
<b>RAC WA Inc</b>	<ul style="list-style-type: none"> <li>• Represents all road users on the Road Safety Council</li> <li>• Educates the community (particularly in relation to safe roads and safe vehicles)</li> <li>• Advocates for road safety improvement</li> </ul>
<b>Western Australian Local Government Association</b>	<ul style="list-style-type: none"> <li>• Represents local government on the Road Safety Council</li> <li>• Provides leadership to and advocacy for local government (which designs, builds and maintains the local road network)</li> <li>• Educates the community</li> <li>• Advocates for road safety improvement</li> </ul>
<b>Department for Transport</b>	<ul style="list-style-type: none"> <li>• Set standards for the licensing of drivers and vehicles</li> <li>• Licenses drivers and vehicles</li> <li>• Supports and encourages the use of alternative forms of transport</li> </ul>
<b>Department for Planning</b>	<ul style="list-style-type: none"> <li>• Encourages urban design and planning that enhances road safety</li> </ul>
<b>Western Australia Police</b>	<ul style="list-style-type: none"> <li>• Enforces road user behaviour</li> <li>• Collects and analyses information about road crashes</li> </ul>
<b>Department of Education (on behalf of the Catholic Education Office and the Association of Independent Schools WA)</b>	<ul style="list-style-type: none"> <li>• Educates young road users through early childhood centres, school and TAFE systems via Road Aware programs</li> <li>• Provides road safety information to parents and carers for infants, children and young people via Road Aware programs</li> <li>• Provides professional learning about road safety to teachers and community based professionals via Road Aware programs</li> </ul>
<b>Department of Health</b>	<ul style="list-style-type: none"> <li>• Treats those injured in road crashes</li> <li>• Collects and analyses road crash injury data</li> </ul>
<b>Main Roads Western Australia</b>	<ul style="list-style-type: none"> <li>• Designs, builds, operates and maintains the state road network</li> <li>• Sets speed limits</li> <li>• Collects and analyses road crash injury data</li> </ul>
<b>Main Roads Western Australia (Office of Road Safety)</b>	<ul style="list-style-type: none"> <li>• Provides secretariat support to the Road Safety Council and the chairman</li> <li>• Provides leadership among key agencies in the co-ordination of road safety activities</li> <li>• Undertakes community education, research, policy development and data analysis</li> <li>• Monitors and reports on progress</li> </ul>

#### Insurance Commission of Western Australia

- Manages motor vehicle injury claims
- Collects and analyses road crash injury data
- Provides supplementary funding to support agreed road safety initiatives

In addition, on an annual basis, Road Safety Council agencies identify priority road safety initiatives that are over and above core functions and that meet the requirements of section 5 (f) of the RSC Act, and apply for specific project funding from the Road Trauma Trust Fund. (See the section on Managing the Road Trauma Trust Fund for further details on the application and allocation of Road Trauma Trust Fund moneys). Some of these are of a long term continuing nature (for example, the RoadWise project) while others are single year one of projects (for example, Sports Sponsorship Evaluation).

In 2009-10, the significant projects funded from the Road Trauma Trust Fund included:

#### THE ROAD SAFETY COUNCIL (\$8.7 million)

The amount allocated to the Office of Road Safety to conduct Road Safety Council education campaigns increased by 17 per cent in comparison to 2008-09.

##### *Community Education Campaigns and Activities*

During 2009-10, the Road Safety Council undertook state-wide community education programs, focusing on:

##### – **Speeding**

A speed enforcement campaign was run in regional Western Australia targeting younger male drivers. The campaign which predominately used regional television reminded drivers about how easy it is to lose your licence *In a Flash* if you speed on regional roads.

##### – **Drink Driving**

State-wide community education campaign regarding drink driving over the busy Christmas and New Year holiday season. Advertising included television, radio, outdoor, cinema and on-line. Community activities were also staged throughout the state by Roadwise.

##### – **Safer Vehicles**

This campaign aims to increase the community and corporate demand for safer vehicles by:

- Raising the salience and understanding of what vehicle safety represents in the community; and
- Promoting significant safety features such as electronic stability control (ESC), curtain air bags and seat belt reminder systems.

##### – **Fatigue**

State-wide community education campaign about driver fatigue and long trips. Advertising included radio and press.

##### – **Restraints**

Targeting regional males a new restraints campaign was developed which aimed to capitalise on the 'Belt Up' sponsorship with the Western Australian Country Football competition. Using regional football personalities the campaign used radio, press and outdoor advertising encouraging young regional males to wear their seat belts.

– **Driver Distraction**

The aim of this campaign is to educate the community about the dangers of driver distraction and that crashes can result from the driver's inattention or being distracted from the task of driving.

– **International Visitors**

The Road Safety Council provided tourists with information about the unique driving experience on Western Australia roads to help ensure visitors drive safely when they are in the state. The campaign activity included overseas websites, international airport outdoor advertising, hire car outlets and printed brochures.

– **Road Sense**

Continuation of advertising in *The West Australian* and *The Sunday Times* about road rules and road craft skills. Weekly advertisement of road toll in *The Sunday Times*.

– **Aboriginal Road Safety**

Television and Radio Advertising was directed towards aboriginal people in the Kimberley. Advertising addressed issues such as radio drink driving, speed, restraint use and fatigue. Messages were also promoted at a series of outdoor events and on weather broadcasts on Goolarri media. Advertising was written and produced by Aboriginal people for Aboriginal people at Goolarri Media. Goolarri Media is based in Broome, Western Australia and is a nationally recognised organisation who produce and delivers television and radio services to the Kimberley region of Western Australia.

– **Double Demerits**

Community education about the 2009 and 2010 double demerits periods. Advertising included radio and press.

– **Supervised Drivers**

A state-wide campaign continued to promote the Road Trip 120 website designed to encourage increased supervised driving for novice drivers. The campaign activity included press, cinema, radio and online.

– **Serious Injury**

Early 2009 the Road Safety Council launched phase one of the serious injury campaign (statistics campaign) specifically to heighten community awareness of the vast number of serious injuries, in addition to the well-publicised fatalities, on our roads. This campaign reminds road users to use the road system correctly and carefully and that we cannot accept road injuries as inevitable. This was followed by phase two of the campaign (Tree of Life) with television, press and radio advertising which aimed in raising awareness of the wide reaching effects of serious injury crashes on Western Australian roads and the destructive impact considering the emotional and physical pain and financial burden it places on the whole community.

– **Unlicensed Drivers Legislation**

Contributing to the reduction in the incidence of unlicensed driving in Western Australia, the campaign was aimed at communicating the introduction of vehicle sanctions for those drivers detected of driving without a valid licence. The campaign raised awareness of various changes to legislation and increased enforcement around unlicensed driving in an effort to create the perception that if drivers drive without a valid licence they will get caught. Campaign activity included press, radio and on-line advertising.



#### – **Partnership Program**

The Road Safety Council strengthened its partnerships with corporate, stakeholder and community organisations to support them in establishing road safety policies, educational programs, safer vehicle fleets and influencing or funding safer road constructions. The relationship with the South West Industry Road Safety Alliance was formalised, creating a cooperative partnership with major road users in the Collie and Boddington. The Alliance has pledged to work towards achieving Western Australia's road safety strategy *Towards Zero* and implementing the road safety safe system model within each member organisation.

#### – **Workplace Road Safety Project**

This project was established to engage with agencies and industries providing educational materials and policy advice to assist with creating a safer working environment and a safer community. Targeting organisations with large vehicle fleets, a large workforce and a high geographical crash area, the project aims to influence companies to buy safer fleet vehicles and adopt formal road safety policies and procedures.

### **MAIN ROADS WA (\$7.5 million)**

The amount allocated to Main Roads decreased by 12 per cent in comparison to 2008-09 due to the completion of the flexible wire rope barrier project.

#### ***Safer Roads Program Funding (\$7.01 million)***

The Safer Roads program delivers a series of projects designed to transform high risk roads into safer driving environments. It includes widening shoulder seals, constructing passing lanes, installing audible edge lines and adding extra driving lanes.

In 2009-10, the Treasury processed the funding for this core function of Main Roads WA through the Road Trauma Trust Fund for administrative reasons. This project was not funded by speed and red light camera revenue.

#### ***Micro Analysis of Road Network Safety***

The purpose of the project is to carry out micro analysis of high ranking crash locations based on fatal and hospital crashes and the development of road treatment options. The scope of works includes:

- assessment of location;
- presentation of findings to a focus group for the development of treatments and review of current practices overseas and interstate;
- development of cost estimates and benefit cost ratios for road treatment options; and
- production of reports detailing the above information for each location.

### **OFFICE OF ROAD SAFETY (\$4.1 million)**

There was no significant change in the Road Trauma Trust Fund moneys allocated to the Office of Road Safety in 2009-10 in comparison to the amount allocated in 2008-09.

#### ***Policy (\$1.5 million)***

The Office of Road Safety co-ordinates the development and implementation of a range of policy initiatives on behalf of the Road Safety Council. In 2009-10, there was no significant change in the funding allocated to

policy in comparison to 2008-09. During 2009-10, the policy initiatives funded from the Road Trauma Trust Fund included:

– **Indigenous Drink Driving and Licensing Project**

This project has five components as follow:

- An **Alcohol Interlock Demonstration Project** is trialing the use of alcohol interlocks in indigenous communities prior to the introduction of the repeat drink driving scheme legislation in which alcohol interlocks will be a mandatory condition of re-licence for repeat drink drivers. The trial will highlight issues for implementation of the legislation and trial both mandatory and voluntary aspects of interlock usage among remote communities.
- The **Community Capacity Building Strategy** is developing a series of education and community capacity building initiatives. The level of awareness among indigenous people about their responsibilities in relation to driving and road usage has been found to be very low. It has also been found that the low awareness about the implications of the non-payment of fines is a significant factor that is contributing to repeat offending and imprisonment.
- The **National Indigenous Safe System Demonstration Project** applies Safe System principles and practice to improve road safety in an Indigenous community. The knowledge and experience gained in implementing and evaluating the Safe System approach in an indigenous community will be of benefit in the wider application of the approach.
- The project is also playing a co-ordination and policy leadership across government toward reducing the harms associated with drink driving and unlicensed driving in indigenous communities, particularly in regional and remote communities and to progress a range of initiatives to reduce the incidence of drink driving and unlicensed driving among indigenous Western Australians.

– **Motorcycle and Scooter Action Group**

To address the increasing trend in motorcycle and scooter involvement in serious crashes, the Office of Road Safety, on behalf of the RAC (the road user representative on the Road Safety Council), hosted a series of Motorcycle and Scooter Safety Action Group (MSSAG) forums. To ensure all aspects of road safety are fully explored - safe road use, safe roads and roadsides, safe vehicles and safe speed - representatives from key government agencies, motorcycle and scooter riders and general community members have been invited to participate in the series of three forums based on the successful and efficient Swedish 'OLA' process. Further information on the Action Group can be found at: [http://ors.wa.gov.au/Demographic-Pages/I-am-a-Motorcyclist-\(1\)/MSSAG.aspx](http://ors.wa.gov.au/Demographic-Pages/I-am-a-Motorcyclist-(1)/MSSAG.aspx).

**Legislation**

The Office of Road Safety co-ordinates the legislative amendments required to give effect to road safety policy and programs recommended by the Road Safety Council. During 2009-010 progress was made with the following legislation recommended by the Road Safety Council:

- Following proclamation of the *Road Traffic Act (No. 2) 2007*, the Road Safety Council's recommendations for a graduated demerit point system for novice drivers to improve novice driver safety, system changes to enable implementation were developed by the Department of Transport.

### **Research (\$1.4 million)**

The Office of Road Safety co-ordinates a range of research activities on behalf of the Road Safety Council. During 2009-10, the research activities funded from the Road Trauma Trust Fund included:

#### **– Capacity Review of Road Safety Management in Western Australia**

The Road Safety Council commissioned the Road Safety Management Capacity Review to identify potential measures that may assist in implementing *Towards Zero*, the state's 12 year road safety strategy, which was endorsed by this Government in March 2009. The international experts involved in the Capacity Review will analyse Western Australia's road safety management system to take stock of where we currently sit and assess what needs to be done to achieve *Towards Zero's* ambitious road safety goal. This project commenced in 2009-10 and will be finalised in 2010-11.

#### **– Best Practice Speed Enforcement**

The objective of this project is to engage a consultant to develop a business case for the implementation of the recommendations of the Review of Best Practice in Speed Enforcement. This involved the development of a tender brief to engage a consultant to develop a business case for enforcement personnel (number) and the purchasing of enforcement technology (number, mix and type).

#### **– Curtin-Monash Accident Research Centre (C-MARC)**

In December 2008, the Road Safety Council established a local road safety research centre research Centre to provide a permanent, independent road safety research presence in Western Australia. The research centre which is a collaboration between Curtin and Monash universities, was established to conduct research into the causes of road trauma; identify new, and evaluate existing, safety measures; provide information to government, industry and the public to reduce trauma and develop a strong, local research capacity focused on the unique Western Australian environment.

During the 2009-10 financial year, Associate Professor Brett Hughes was appointed as the Centre's director.

In 2009-10 the C-MARC work program included seven projects of varying complexity and duration. Completed work from that program includes: publication of a series of fact sheets designed to raise public knowledge of key road safety issues; a stock-take of existing road safety research capacity in Western Australia and promoting both the media profile of road safety in Western Australia and the calibre of the public debate.

Other projects from the 2009-10 program which will continue into 2010-11 include:

- an exploration of the attitudes and mores of young drivers in Western Australia to increase the understanding of young driver risk-taking;
- an examination of the relationships between traffic system design and operation in Western Australian and the incidence of both inadvertent driver error and deliberate violations;
- a critical examination of the crash and injury data bases in Western Australia in an effort to increase timeliness, reliability and accessibility; and
- modeling the take-up of new vehicle safety features and forecasting rates of permeation through the Western Australian fleet under a range of countermeasure scenarios.

#### **– Tracking and Community Attitude Monitoring**

The tracking and monitoring of community attitudes gives the Road Safety Council ongoing measures to allow it to both predict and reflect the success and achievements of its community education campaigns.

The project also includes the provision of advice on survey, analysis and behaviour change techniques and social marketing strategies.

– **Road Safety Research and Analysis Project**

This funding provides additional data analysis capacity within the Office of Road Safety to co-ordinate the Road Safety Council's evaluation and monitoring of the road safety on the state's roads.

– **Supervised Driving Trial Phases I and II**

This research monitors and tracks the progress of a number of newly qualified (or about to qualify) learner drivers and their parents as they progress through the Graduated Driver Training and Licensing System. The trial is an extension of an original trial undertaken as part of a 6PR forum and an associated metropolitan supervised driving trial project. It focuses on one regional and one remote area to determine issues facing young novice drivers in completing the 120 hours of supervised driving experience recommended by the Road Safety Council. During 2009-10 the report on the regional trial was received. The recruitment of volunteers delayed the commencement of the remote trial which will be completed in 2010-11.

**Evaluation (\$0.2 million)**

The Office of Road Safety co-ordinates the evaluation of a range of evaluations on behalf of the Road Safety Council. During 2009-10, the evaluations funded from the Road Trauma Trust Fund included:

- Road Aware Drivers; and
- Road Aware - Parents and Kids and Child Car Restraints Training.

Further details on these projects are provided in the section on evaluating and monitoring the effectiveness of initiatives.

**Co-ordination of Road Safety Council and Ministerial Council on Road Safety Meetings (\$0.45 million)**

The Office of Road Safety co-ordinates Road Safety Council and Ministerial Council on Road Safety meetings on behalf of the Road Safety Council. This includes: the organisation of meeting venues, attendance of members and special guests and travel (as required); the development, printing and distribution of agenda papers; and the accurate recording of minutes. During 2009-10, the Road Safety Council met 11 times, including two regional visits and the Ministerial Council met twice. In addition, the Office of Road Safety co-ordinates the Road Trauma Trust Fund project assessment process, Finance Sub-Committee meetings and annual planning meetings.

**Office of Road Safety Administration Expense – Co-ordination Costs (\$0.45 million)**

Like all the other government agencies represented on the Road Safety Council, the government directly funds the core functions of the Office of Road Safety through the Consolidated Fund. The core function of the Office of Road Safety is to support the Minister for Road Safety in the administration of the *Road Safety Council Act (2002)*. A major focus of that work is the co-ordination of policy development and implementation, evaluation, research and administration to facilitate the activities of the Road Safety Council. The administrative function provided by the Office of Road Safety includes managing the Road Trauma Trust Fund and the organisation of meetings and preparation of agendas and minutes.

In 2009-10, the Office of Road Safety received \$1.57 million to fund these activities from the Consolidated Fund. However, the funds provided through direct appropriations to the Office of Road Safety from the Consolidated Fund are complemented with additional funds to allow the Office to manage its safety policy, research, public education, finance and monitoring and reporting functions as well as providing the required

level of administrative co-ordination and support to the Road Safety Council and Ministerial Council on Road Safety.

As such, the Road Safety Council recommended that the Office receive \$447,000 in supplementary funding from the Road Trauma Trust Fund. The funding provides for Business Co-ordination and Finance positions which are not part of the Office of Road Safety's core structure. These positions provide corporate support for financial accountability, administrative co-ordination and reporting function to the Road Safety Council and Ministerial Council on Road Safety.

## **WESTERN AUSTRALIAN LOCAL GOVERNMENT ASSOCIATION (\$2.6 million)**

### ***WALGA RoadWise Program***

The WALGA RoadWise Program is delivered by the Western Australian Local Government Association (WALGA) on behalf of the Road Safety Council. Its five core components are:

- *RoadWise Community Road Safety Network* - extends across all 11 regions serviced by the Regional Road Safety Officers, encompassing metropolitan, regional and remote areas of Western Australia. This network aims to increase stakeholder and community participation in the delivery of local road safety activities through:
  - Facilitation of the establishment of and support the ongoing function of local road safety committees and state-wide network of individuals and groups involved in road safety.
  - Promotion of shared responsibility for road safety.
  - Facilitation of regional and local coordination of road safety efforts.
  - Facilitation of the development, adoption and implementation of regional and local road safety action plans.
  - Building capacity at the community level to plan, deliver and evaluate effective road safety activities.
  - Development of tools and resources to assist the community road safety network to deliver effective road safety interventions.

In 2009-10, more than 1,600 educational and promotional activities (presentations, workshops, events, displays and publicity) were undertaken through the CRS network, contributing to increased community awareness and understanding of the Road Safety Council's priorities and the safe system approach.
- *Community Road Safety Grants Program* – which provides funds to enable regional and local planning, implementation and evaluation of road safety projects, thereby:
  - Increasing the number and quality of community-based road safety projects
  - Extending and strengthening the network of regional and local people (decision/policy-makers, practitioners and volunteers) involved in road safety activities.
  - Encouraging collaborative efforts to improve road safety at regional and local levels.
  - Facilitating the sharing of information and knowledge about effective community-based road safety interventions.
  - Broadening the reach of the Road Safety Council's road safety campaign messages.
  - Improving capacity within the community to address road safety issues effectively.

The Program funded 21 community based road safety projects, four speed display trailers, 79 community sponsorship grants and one workforce development grant to the value of \$390,923.

- *Type 1 Child Car Restraints Fitting Service* – which co-ordinates the ongoing implementation of the state-wide Type 1 Child Car Restraints Fitting Service. In 2009-10, five training courses were conducted with 56 Type 1 Child Car Restraint Fitters joining the network.
- *Local Government Safe System Project (LGSSP)* – aims to increase the uptake of safe system principles by Local Government, in a shared responsibility approach, for the implementation of *Towards Zero*.

## **WESTERN AUSTRALIA POLICE (\$1.7 million)**

### ***Strategic Traffic Enforcement Project (\$1.1 million)***

The Strategic Traffic Enforcement Project is delivered by the WA Police on behalf of the Road Safety Council. It provides for enforcement above base line levels to increase actual and perceived levels of enforcement and ultimately to change driver behaviour. The WA Police allocates program funds across police districts on a crash priority basis to ensure that funded enforcement operations are focused on:

- an intelligence led, analysis of the crash data;
- partnering between districts and central office so that operations are based on both local knowledge and strategic expertise;
- the locations in which crashes are occurring (in general major highways within a 400 kilometre radius of the metropolitan area and regional centres; and
- key contributing behaviours (speed, drink driving and restraint non-use).

## **DEPARTMENT OF EDUCATION (\$1.7 million)**

### ***Road Aware***

Road Aware is overseen by the Department of Education on behalf of the Road Safety Council and is managed by the School Drug Education and Road Aware Board (SDERA Board) which has representatives from the education systems and sectors including the Catholic Education Office, the Association of Independent Schools Western Australia and the Department of Education on behalf of the Road Safety Council. It has six key core road safety outcome areas:

- The development of road safety education curriculum support materials and resources for school and community settings;
- The delivery of road safety education professional development for educators and stakeholders;
- The engagement of schools and community in road safety education initiatives;
- Evaluating the impact and monitoring the progress of project activities;
- Promoting best practice in road safety education; and
- Communicating about and advocating for road safety education.

Road Aware provides a continuum of service in road safety education for young people from birth to age 18 with the aim of influencing road user behaviour. Key strategies for service delivery involve the provision of best practice road safety education materials for all schools and early childhood centres, professional development and consultancy advice. Road Aware is contained within the School Drug Education and Road Aware (SDERA) which has a dedicated consultant in the major regional centres of Western Australia and in the metropolitan area. This enables the provision of a state-wide service that involves regional coordination of road safety education among road safety agencies as well as coordination of road safety services for schools and early childhood services in the metropolitan area.

During 2009-2010, the SDERA program:

- established and managed a grant scheme for twelve schools to develop school road safety guidelines based on the *Principles for School Road Safety Education* with all twelve schools establishing a holistic approach to road safety based on the funding, SDERA consultancy support and SDERA resources , frameworks and models;
- maintained a continuing agreement with the Department of Transport's Licensing Services as well as ongoing provision of *Keys for Life* training and materials, for 9,372 students to start their driver's licence at school;

- maintained a core of regional and metropolitan consultants who forged strong and sustainable road safety networks with schools and communities, provided road safety professional development and events for all schools and relevant community groups, and supported school staff to deliver effective road safety education and manage school traffic issues;
- continued to lead the Road Safety Education Reference Group Australasia (formerly the National Road Safety Educators Forum) with representation from each state and territory and New Zealand to provide strategic advice and updates about this group to the National Road Safety Executive Group;
- continued to lead two state-based road safety reference groups (Road Safety Education Committee and the Road Aware Parents Reference Group) with representatives from a range of agencies to ensure all agencies offer best practice training, services and information for schools and communities.

## CO-ORDINATING IMPLEMENTATION

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### The Road Safety Council

The Road Safety Council's primary mechanism to ensure the co-ordinated implementation of its recommended measures is its regular monthly meetings. During 2009-10 the Road Safety Council met on the following dates:

23 July 2009	26 February 2010
27 and 28 August 2009 (regional meeting in York)	25 and 26 March 2010 (regional meeting Bunbury)
24 September 2009	22 April 2010
22 October 2009	27 May 2010
22 November 2009	24 June 2010
21 January 2010	

At these meetings, the Road Safety Council considered:

- emerging research to enable it to identify effective countermeasures to reduce deaths and serious injuries on Western Australian roads. This includes monitoring police enforcement and other crash statistics;
- revenue into and expenditure from the Road Trauma Trust Fund; and
- the progress of agencies in implementing the measures the Council had identified to reduce road deaths and serious injuries and improve road safety in Western Australia.

In accordance with section 11 of the RSC Act, the Council has maintained accurate minutes of each of these meetings. The minutes are available on the Office of Road Safety's website at <http://www.ors.wa.gov.au/>.

In addition to its regular meetings, the Road Safety Council has also established two working groups to assist it in its co-ordination role, the Road Safety Council Finance Sub-Committee and the *Towards Zero* Outcomes Review Group.

### Road Safety Council Finance Sub-Committee

The Road Safety Council's Finance Sub-committee was formed on 22 October 2009 to provide financial advice to Council on Road Trauma Trust Fund budget and report on expenditure. Its purpose is to:

- recommend the annual Road Trauma Trust Fund budget to Council;
- ensure that projects address established criteria and contribute to the outcomes of the state's road safety strategy;
- consider strategic financial matters relating to the Road Trauma Trust Fund and the implementation of road safety in Western Australia;
- analyse and report on the results of Road Trauma Trust Fund projects; and
- identify funding for road safety in WA.

The Road Safety Council Finance Sub-Committee met twice during 2009-10 to consider how best to spend the moneys standing to the credit of the Road Trauma Trust Fund in 2010-11. Those meetings were held on 12 January and 12 February 2010 prior to the Council submitting its recommendation to the Minister for Road Safety for his consideration.



The sub-committee used project assessment scores awarded by the Project Assessment Groups, along with other factors, such as total funding available and past performance, to recommend, not recommend or defer projects, to ensure the expenditure budget was aligned to the expected inflows.

**Table 3: Finance Sub-Committee members 2009-10**

Member	Representing	Position
<b>Lew Watts (Chair)</b>	Insurance Commission	General Manager Insurance
<b>Matthew Brown</b>	Road Users	Head Member Advocacy Services, RAC
<b>Troy Pickard</b>	Local Government	Mayor of Joondalup
<b>Roger Farley</b>	Office of Road Safety	Director, Strategic Communications
<b>Andrew Robertson</b>	Department of Health	Deputy Chief Health Officer
<b>Michelle Fyfe</b>	WA Police	A/Assistant Commissioner
<b>Paul Gregson</b>	Office of Road Safety	Principal Financial Officer

### ***Towards Zero Outcomes Review Group***

The *Towards Zero Outcomes Review Group*, which was formerly known as the Measuring Progress Advisory Group, was established as a committee of the Road Safety Council in 2006. Its purpose, as set out in its Terms of Reference, is to ensure that the combined knowledge, information and data gathering resources of all Road Safety Council agencies are enhanced, applied and shared to enable more accurate and timely measurement, analysis, monitoring and reporting of the progress of the implementation of *Towards Zero*, and to better inform future road safety policy development and implementation across all agencies.

This group met regularly throughout 2009-10 to monitor road safety performance. During this financial year, the Group:

- Endorsed the final draft of its Terms of Reference and formally changed its name from 'Measuring Progress Advisory Group' to '*Towards Zero Outcomes Review Group*'.
- Endorsed the final draft of its Program of Work for 2010-2011.
- Endorsed a set of *Towards Zero* performance indicators for use in the Annual Review of *Towards Zero*.

**Table 4: Towards Zero Outcomes Review Group members 2009-10**

Member	Representing	Position
<b>Andrew Robertson (Chair)</b>	Department of Health	Deputy Chief Health Officer
<b>Di Rosman</b>	Department of Health	Program Manager, Data Linkage Branch
<b>Elias Santimano</b>	Department of Planning and Infrastructure	Acting Director Business Systems
<b>Fab Zanuttigh</b>	Insurance Commission	Manager, Motor Vehicle Personal Injury Division
<b>Geoff Murray</b>	Main Roads WA	Road Information Services Manager
<b>Stuart Gibbon</b>	WA Police	Assistant Director Business Intelligence Office
<b>Jon Gibson</b>	Office of Road Safety	Director, Policy and Strategy
<b>Claire Thompson</b>	Office of Road Safety	Senior Policy Officer
<b>Richard Kay</b>	Office of Road Safety	Senior Policy Officer

## Ministerial Council on Road Safety

The Ministerial Council on Road Safety was established in December 1995 to provide a mechanism for co-ordination at the ministerial level because responsibility for road safety does not rest with just one minister. The Ministerial Council is chaired by the Minister for Road Safety. The purpose of the Ministerial Council is to monitor, co-ordinate and approve major road safety policy and strategic development and implementation. The membership of the Ministerial Council is at the discretion of the government. In order to capture a high level of co-ordination of road safety issues and to provide a significant understanding and voice for road safety issues in Cabinet, the Ministerial Council includes all the ministers with agencies responsible for delivering road safety outcomes. The Ministerial Council met twice during 2009-10 (on 16 November 2009 and 17 May 2010).

During 2009-10, the members of the Ministerial Council were as follows:

***Table 5: Ministerial Council on Road Safety members 2009-10***

Member	Portfolio
Hon. Rob Johnson MLA (Chair)	Minister for Police; Emergency Services; Road Safety
Hon. Dr Kim Hames MLA	Deputy Premier; Minister for Health
Hon. Dr Elizabeth Constable MLA	Minister for Education
Hon. Simon O'Brien MLC	Minister for Transport (including Main Roads and Licensing matters )
Hon. John Day MLA	Minister for Planning
Hon. John Castrilli MLA	Minister for Local Government
Hon. Terry Waldron MLA	Representing the Minister for Regional Development

## EVALUATING AND MONITORING THE EFFECTIVENESS OF MEASURES

At the end of each financial year, the Road Safety Council receives a report card on the progress of each project funded from the Road Trauma Trust Fund. This report details the objectives of each project and the extent to which the associated performance indicators, budgets and estimated timelines have been met. Table 6 summarises the number and percentage of Road Trauma Trust Fund funded projects completed on budget and time during 2009-10.

*Table 6: Number and percentage of Road Trauma Trust Fund funded projects completed on budget and time*

RESULT	ON BUDGET		ON TIME	
	NUMBER	%	NUMBER	%
Yes	45	52	39	45
No	11	12	12	14
Exempt	31	36	36	41
<b>TOTAL</b>	<b>87</b>		<b>87</b>	

In addition to the standard review of the extent to which each project has met its performance indicators and timelines, the following detailed evaluations were funded from the Road Trauma Trust Fund during 2009-10:

### *Annual Crash Statistics Book*

The book is produced on an annual basis. It provides a summary of annual road crash data for Western Australia for the given year and also historical trends that place the annual data in context. It also compares Western Australia's performance with that of other jurisdictions and provides road safety stakeholders with information that is useful in the development of policies, strategies and community education campaigns. The statistic data provided allows the Road Safety Council to monitor the state's road safety performance and trends which in turn allows it to evaluate the effectiveness of the measures it recommends and implements.

### *Road Aware Driver's Process and Implementation Evaluation*

The process / implementation evaluation of the Road Aware Driver's (Keys for Life) Program which commenced in 2008-09 was finalised in 2009-10 with receipt of a final report.

In August 2009 the evaluation findings were presented to stakeholders with a keen interest in the Road Aware Driver's Program. This included the program funders, broader School Drug and Road Aware (SDERA) personnel and members of the SDERA Board as well as representation from some Road Safety Council member agencies.

Issues raised included: the need for a marketing strategy for the Keys for Life Program, alternative delivery options for the program, RSC and Ministerial Council commitment to the program, funding and performance management framework considerations, as well as the timing of a future impact evaluation of the Road Aware Driver's Program.

In late 2009 the SDERA Board further discussed the need for an impact evaluation of the Keys for Life Program. It was confirmed that this was not required in the 2009-10 financial year and that this would be deferred until a later date.

### ***Road Aware - Parents and Kids***

The Evaluation of the Road Aware Parents and Kids Program together with the Statewide Child Car Restraint Fitting and Checking Service continued in 2009-10. During this period surveys of parents, students and fitters and trainers were conducted and a summary report was prepared.

In the summary report, selected data collected during both phases of the evaluation has been compared against baseline data to determine impacts and outcomes. A final report is expected to be received in early 2011. Feedback from the evaluation will be used to determine the effectiveness of school and community based road safety education and to inform decisions as to the continuation and/or enhancement of such educational strategies.

### ***Monitoring Road Safety Council community education campaigns***

The Office of Road Safety on behalf of the Road Safety Council monitors community attitudes that enable it to both predict and reflect the success and achievements of its community education campaigns. Notable community perceptions for 2009-10 include:

- An improved recognition of the risks associated with drink driving, speeding and driver distraction was seen during 2009-2010.
- The drink driving enforcement campaign performed well on key advertising diagnostics with strong levels of campaign recognition and awareness at 96%, and having higher levels of campaign recall than previous years.
- Since 2008, the proportion of people who strongly agree that they could still drive safely with a BAC of just over 0.05 has been trending upwards (56 per cent compared to 42 per cent in August-September 2008).
- There is also an improvement in community recognition of the potential crash risk associated with driving over the legal blood alcohol limit (63 per cent in April 2010 compared to 46 per cent in June 2009).
- The speed enforcement campaign received 72 per cent for prompted recognition within the community. Over the campaign period, the community tracker showed an increase in community support for improved enforcement to ensure compliance with speed limits.
- There has been an increase in the proportion of the community who strongly agree that 'the severity of injuries from crashes would be reduced if everyone drove 10 km/h slower than they usually do.
- A comparison of attitudes between May 2009 and May 2010 shows a decline in the extent to which speeding and drug driving were considered problematic.
- In the last year (prior to the Driver Distraction campaign launch), there was an improved recognition that something serious can happen if a driver is temporarily distracted, however approximately one-quarter of the community still think it is not dangerous to do other activities in the car if the vehicle is stopped at the lights and that it is not dangerous to make or receive a call while driving, so long as it is hands free (these measures will be monitored in October 2010 following the first phase of the Driver Distraction community education campaign).
- Approximately one-in-three community members have heard of Australasian New Car Assessment Program (ANCAP) and the Stars on Cars program.

## EVALUATING AND MONITORING THE SAFETY OF THE STATE'S ROADS – ROAD CRASH DATA

The Road Safety Council has collected and analysed data on fatal and serious injury road crashes for many years which allows it to pin-point Western Australia's problem areas and develop strategies that relate specifically to the unique needs of the metropolitan, regional and remote areas of the state. By understanding how and why crashes occur, who is at greatest risk and what strategies have been proven to be the most effective, the Road Safety Council can identify clear priorities for Western Australia.

The categories in Table 7 to Table 9 were identified by the Monash University Accident Research Centre from an analysis of Western Australia's reported traffic crashes between 2005 and 2007. They are listed in broad groupings, in decreasing order of priority based on their estimated contribution to the number of deaths and serious injuries. For some problems, such as distraction and fatigue, reliable figures are not currently available. In some instances, the problem size may be relatively small, but the associated risks high.

In addition to this summary data, the Road Safety Council publishes an annual crash statistics book which details comprehensive information on road crashes that occurred in Western Australia. These books are available at <http://www.ors.wa.gov.au/Statistics/Annual-Crash-Stats.aspx>.

Calendar years are used in evaluating road safety because crash data are supplied in sets of calendar years. If the Road Safety Council reported in terms of financial years, we could only report on crashes in the first half of the most recent financial year. In addition, the figures and projections included in *Towards Zero* are based on calendar years.

**Table 7: High priority crash types**

High priority category	2005-2007 average		2009		
	N	% <sup>#</sup>	N	% <sup>#</sup>	% change from 2005-7
<b>INTERSECTION CRASHES</b>					
Metropolitan	628	44.0	582	45.8	-7.3
Regional	340	28.8	279	25.2	-17.9
Remote	35	7.4	37	9.7	6.7
<b>ALL WA</b>	<b>1,002</b>		<b>898</b>		<b>-10.4</b>
<b>RUN-OFF-ROAD CRASHES</b>					
Metropolitan	262	18.3	198	15.6	-24.4
Regional	462	39.2	451	40.7	-2.4
Remote	288	61.7	212	55.4	-26.5
<b>ALL WA</b>	<b>1,012</b>		<b>861</b>		<b>-14.9</b>
<b>HEAD ON CRASHES <sup>1</sup></b>					
Metropolitan	48	3.3	48	3.8	0.7
Regional	98	8.3	86	7.8	-11.9
Remote	23	4.8	18	4.7	-20.6
<b>ALL WA</b>	<b>168</b>		<b>152</b>		<b>-9.5</b>
<b>OTHER CRASHES</b>					
Metropolitan	491	34.4	442	34.8	-10.0
Regional	279	23.7	292	26.4	4.8
Remote	122	26.1	116	30.3	-4.9
<b>ALL WA</b>	<b>892</b>		<b>850</b>		<b>-4.7</b>

# These are percentages of the total number of people killed and seriously injured between 2005 and 2007 unless otherwise indicated.

1. While only 5 per cent of total deaths and serious injuries, head-on collisions still account for 14 per cent of all fatalities on WA roads.

**Table 8: Crashes with high risk behaviours as a factor**

High priority category	2005-2007 average		2009		
	N	% <sup>#</sup>	N	% <sup>#</sup>	% change from 2005-7
<b>SPEED A FACTOR <sup>2</sup></b>					
Metropolitan	196	33.7	136	31.6	-30.7
Regional	187	31.1	193	38.4	3.4
Remote	107	40.0	84	41.0	-21.7
<b>ALL WA</b>	<b>490</b>		<b>413</b>		<b>-15.8</b>
<b>FATIGUE <sup>3a</sup></b>					
Metropolitan	23	1.6	26	2.0	11.4
Regional	49	4.1	75	6.8	54.1
Remote	37	7.8	52	13.6	41.8
<b>ALL WA</b>	<b>109</b>		<b>153</b>		<b>40.8</b>
<b>INATTENTION <sup>3b</sup></b>					
Metropolitan	202	14.1	412	32.4	104.0
Regional	202	17.2	335	30.2	65.6
Remote	63	13.4	89	23.2	42.0
<b>ALL WA</b>	<b>467</b>		<b>836</b>		<b>79.0</b>
<b>DRUG DRIVING <sup>4</sup></b>					
<b>ALL WA</b>	<b>42</b>	<b>21.0</b>	<b>na</b>	<b>na</b>	<b>na</b>
<b>ALCOHOL A FACTOR <sup>5</sup></b>					
Metropolitan	141	9.9	111	8.7	-21.3
Regional	118	10.0	147	13.3	24.6
Remote	76	16.3	76	19.8	0.0
<b>ALL WA</b>	<b>335</b>		<b>334</b>		<b>-0.3</b>
<b>NON-USE OF SEATBELTS <sup>6</sup></b>					
Metropolitan	74	5.2	61	4.8	-17.6
Regional	100	8.5	84	7.6	-16.0
Remote	107	23.0	87	22.7	-18.9
<b>ALL WA</b>	<b>281</b>		<b>232</b>		<b>-17.5</b>

# These are percentages of the total number of people killed and seriously injured between 2005 and 2007 unless otherwise indicated.

- While this data identifies death and serious injury crashes in which speed was considered to be a contributing factor, MUARC contends that speed is a factor in all fatal and serious injury crashes. Speed is at the core of the road safety problem. The number of crashes where speed has been identified as a contributing factor is also likely to be underestimated due to the difficulty of assessing the contribution of low level speeding in crashes. Percentages are based on the total number of people killed and seriously injured in a crash in which a determination of whether speed was a factor was made.
- The estimate of the contribution of fatigue is based on composite indicator based on the IRIS crash data. It is a definite under estimate of the actual contribution.
- The estimate of the contribution of inattention is based on composite indicator based on the IRIS crash data. It is a definite under estimate of the actual contribution.
- Percentage of drivers killed in 2009 that had illegal drugs detected in their system.
- Percentage of people killed or seriously in crashes where the highest driver or motorcycle rider blood alcohol concentration was over 0.05 g/100mL.
- Percentage of people killed or seriously injured in Police attended crashes where the vehicle was likely to have seatbelts fitted.

**Table 9: Crashes involving specific road user types**

High priority category	2005-2007 average		2009		
	N	% <sup>#</sup>	N	% <sup>#</sup>	% change from 2005-7
<b>YOUNG DRIVERS <sup>7</sup></b>					
Metropolitan	262	18.3	195	15.4	-25.5
Regional	230	19.6	174	15.7	-24.5
Remote	69	14.8	52	13.6	-24.6
<b>ALL WA</b>	<b>561</b>		<b>421</b>		<b>-25.0</b>
<b>INDIGENOUS DRIVERS <sup>3c, 7, 8</sup></b>					
Metropolitan					
Regional					
Remote					
<b>ALL WA</b>	<b>-</b>				
<b>MOTORCYCLIST</b>					
Metropolitan	179	13	175	14	-22.0
Regional	152	13	178	16	44.0
Remote	36	8	42	11	80.0
<b>ALL WA</b>	<b>366</b>		<b>395</b>		
<b>BICYCLIST</b>					
Metropolitan	68	4.7	77	6.1	13.8
Regional	29	2.4	32	2.9	11.6
Remote	4	0.8	3	0.8	-18.2
<b>ALL WA</b>	<b>100</b>		<b>112</b>		
<b>PEDESTRIAN</b>					
Metropolitan	135	9.4	143	11.3	5.9
Regional	51	4.3	69	6.2	36.2
Remote	21	4.4	20	5.2	-3.2
<b>ALL WA</b>	<b>206</b>		<b>232</b>		
<b>OLDER ROAD USERS <sup>9</sup></b>					
Metropolitan	174	12.2	175	13.8	0.8
Regional	135	11.5	120	10.8	-11.1
Remote	31	6.6	42	11.0	37.0
<b>ALL WA</b>	<b>339</b>		<b>337</b>		
<b>HEAVY VEHICLE OCCUPANTS <sup>10</sup></b>					
Metropolitan	6	0.4	4	0.3	-36.8
Regional	19	1.6	18	1.6	-5.3
Remote	24	5.1	14	3.7	-40.8
<b>ALL WA</b>	<b>49</b>		<b>36</b>		
<b>CASUALTIES OF HEAVY VEHICLE CRASHES <sup>11</sup></b>					
Metropolitan	57	4.0	41	3.2	-27.6
Regional	90	7.7	76	6.9	-15.9
Remote	44	9.3	25	6.5	-42.7
<b>ALL WA</b>	<b>191</b>		<b>142</b>		<b>-25.5</b>

3c. Estimates based on RSC factsheets.

7. Percentage of all drivers killed or seriously injured, does not include passengers or other road users.

8. Nine per cent of deaths and serious injuries involve Indigenous people although they are only three per cent of the WA population.

9. Percentage of people killed or seriously injured age 60 years or older.

10. Percentage of drivers and passengers of heavy vehicles - trucks and prime movers with and without trailers, including road trains.

11. Includes heavy vehicle occupants.

## EVALUATING AND MONITORING THE SAFETY OF THE STATE'S ROADS - KEY PERFORMANCE INDICATORS

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The key performance indicators set out below provide a means of monitoring, assessing and evaluating the effectiveness of the strategies and activities of both the Road Safety Council and road safety agencies in Western Australia. They provide a more detailed breakdown of the broader performance indicators that are set out in *Towards Zero*, the state government's road safety strategy for 2008-2020. The indicators have been approved by the Road Safety Council, and will be the means by which the annual progress of *Towards Zero* is monitored. The indicators are subject to regular review, and may change during its life.

### *Economic Cost of Crashes*

In the past, the human capital approach had been used to estimate the financial cost of road traffic injuries and crashes in Western Australia. The human capital approach evaluates the benefit of avoiding death and injury as the present value of income flow the economy could lose if a crash occurs. It is an 'after the fact' valuation, that is, it focuses on the value lost to the economy after the event has occurred. The cost calculation is based on various identifiable costs associated with the crash and its aftermath. These include, but are not restricted to, the cost of ambulance, hospital inpatient and other medical costs, long term care, funeral costs, loss of income by the casualty and the repair or replacement costs to the vehicles and property involved in the crash. The value of the injury is then measured as the sum of the discounted present value of these component costs.

In March 2010, the Road Safety Council of WA endorsed the adoption of an alternative method, the willingness to pay approach, to estimate the cost of crashes in economic evaluations. The willingness to pay approach is based on subjective preferences and is usually defined as the amount of money that individuals are willing to pay to reduce their risk of premature death or injury, while performing certain risky activities, in this case, using the road network. When people spend extra time or money to avoid potentially fatal risks, or accept money to take such risks, they are making a trade-off between their wealth and the probability of death or injury. In this sense, road safety is not valued on the basis of the cost of crashes or the loss of income by crash victims, but it is the value placed on a reduction in risk of death or injury due to a crash. So instead of deriving an 'after the fact' value of the costs associated with a road crash, the willingness to pay approach captures the value individuals place on avoiding death and injury.

Table 10 presents the human capital and willingness to pay valuations for crashes in WA side by side for comparison. The human capital approach valuations were obtained from the Austroads publication *Guide to Project Evaluation Part 4: Project Evaluation Data* (which provides estimates of average crash costs (\$/crash) as at 30 June 2007) that have been adjusted for inflation using WA specific price indices derived from the CPI indices for June and seasonally adjusted average weekly earnings for May published by the Australian Bureau of Statistics. The willingness to pay valuations were obtained from the New South Wales Road Traffic Authority publication *Economic Valuation of Safety Benefits: Serious injuries - Final Report*. These are the only Australian willingness to pay values currently available, nationally agreed willingness to pay values will be used when they become available. These figures have also been adjusted for inflation using the Perth specific consumer price index – All Groups index for June, published by the Australian Bureau of Statistics.

The most striking difference between the two approaches is the much higher value associated with fatal crashes using the willingness to pay approach, compared to the human capital valuation. This is an indication of the value that the community places on avoiding road deaths. The other difference is that the willingness to pay valuation for hospitalisation crashes is lower than the human capital approach equivalents.



If the focus of an economic evaluation on road safety interventions is on the reduction of fatalities and fatal crashes, then the use of the willingness to pay valuations will result in much higher benefit cost ratios for the interventions than those calculated using the human capital costs. However, if the focus is on reducing the number of people killed and seriously injured, the willingness to pay benefit cost ratios will still be greater than that using human capital approach, but they will be closer in value.

**Table 10: Total cost of crashes to the WA community (\$m 2009)**

Approach	2007	2008	2009	% change from previous year
<b>HUMAN CAPITAL</b>				
Metropolitan	1,292	1,356	1,293	-4.63%
Non-metropolitan	690	697	663	-4.89%
<b>ALL WA</b>	<b>1,982</b>	<b>2,053</b>	<b>1,956</b>	<b>-4.71%</b>
<b>WILLINGNESS TO PAY</b>				
Metropolitan	1,554	1,575	1,440	-8.55%
Non-metropolitan	1,301	1,208	1,167	-3.41%
<b>ALL WA</b>	<b>2,855</b>	<b>2,783</b>	<b>2,607</b>	<b>-6.32%</b>

### **Crash related performance indicators**

The crash related performance indicators were derived as a mix of the high priority crash types identified by the Monash University Accident Research Centre during the development of the road safety strategy and factors that the Road Safety Council has reported on in the annual crash books and other publications. They were selected because they are known to increase either the severity or the probability of a crash occurring.

**Table 11: Crash related key performance indicators**

Key performance indicators	2005-2007 average		2009		
	N	% <sup>#</sup>	N	% <sup>#</sup>	% change from 2005-7
<b>SERIOUS CRASHES BY ARIA* ARIA</b>					
Metropolitan	1,170	48.5	1,046	47.9	-10.6
Regional	915	37.9	862	39.5	-5.8
Remote	328	13.6	277	12.7	-15.5
<b>ALL WA</b>	<b>2,141</b>	<b>100.0</b>	<b>2,185</b>	<b>100.0</b>	<b>-9.5</b>
<b>TOTAL NUMBER OF PEOPLE KILLED AND SERIOUSLY INJURED</b>	3,075	100.0	2,761	100.0	-10.2
<b>RATE OF PEOPLE KILLED AND SERIOUSLY INJURED</b>					
per 100,000 population	149		123		-17.5
per 10,000 registered vehicles	19		15		-21.3
per 100 million kilometres driven	13		11		-15.5
<b>SPEED A FACTOR</b>	490	33.9	412	36.3	-16.0
<b>ALCOHOL RELATED</b>	334	12.6	334	13.9	0.0
<b>NON-USE OF SEATBELTS</b>	204	9.8	158	9.0	-22.4
<b>HELMET NOT WORN, MOTORCYCLISTS</b>	33	10.5	38	11.1	15.2
<b>HELMET NOT WORN, BICYCLISTS</b>	27	35.1	23	27.1	-13.8

# These are percentages of the total number of people killed and seriously injured between 2005 and 2007 unless otherwise indicated.

\* This is the Australian Bureau of Statistics 'Accessibility/Remoteness Index of Australia'. The ARIA index is derived from measures of road distance between populated localities and service centres. These road distance measures are then used to generate a remoteness score for any location in Australia.

### *Percentage of vehicles exceeding the speed limit*

There are strong empirical relationships between mean travel speeds and crashes which show that for every 1 km/h reduction on roads zoned at various speeds there is a corresponding reduction in fatal and injury crashes. Measures of mean speed and compliance with speed limits are therefore a key indicator of the progress being made in relation to speeding related trauma.

Main Roads WA has been conducting state-wide speed monitoring surveys on an annual or biennial basis since 2000, measuring vehicle speeds and compliance with speed limits at a range of sites on regional and metropolitan roads. The survey of regional roads was conducted in 2009 and the metropolitan survey in 2010.

The surveys show there have been improvements in compliance and mean speed reductions on some of metropolitan and regional speed zones and reductions in performance in other speed zones. Of particular note is the 6.5 km/h reduction in mean speed on the 100 km/h metropolitan roads between the 2008 and 2010 surveys. This mean speed reduction has been largely brought about by a 6 per cent increase in compliance on the 100 km/h metropolitan roads over the same period. While mean speeds and compliance have improved marginally on regional roads zoned 60, 70, 80 and 90 km/h, performance on the higher speed 100 and 110 km/h zoned regional roads continue to erode with mean speeds on these roads increasing by almost 2 km/h and compliance declining by up to 8 per cent between 2008 and 2009.

**Table 12: Percentage of vehicles compliant with and more than 10 km/h over the speed limit by speed zone on metropolitan roads**

Compliance/ Non-compliance	2000 (%)	2003 (%)	2004 (%)	2005 (%)	2007 (%)	2008 (%)	2010 (%)	Change in rate	
								2010 vs 2008	2010 vs 2000
COMPLIANCE TO SPEED LIMIT									
60 km/h roads	46.1	52.0	50.9	53.6	49.0	53.4	53.4	0.0	7.3
70 km/h roads	52.9	59.1	55.4	57.9	58.6	57.9	62.6	4.7	9.7
80 km/h roads	59.6	64.0	60.8	60.7	62.7	56.9	60.1	3.2	0.5
90 km/h roads	74.2	72.3	67.4	74.0	75.4	72.5	73.4	0.9	-0.8
100 km/h roads	80.4	65.7	73.3	69.0	66.2	73.7	79.8	6.1	-0.6
NETWORK	53.0	57.4	55.7	57.9	56.9	57.6	60.2	2.6	7.2
DRIVERS TRAVELLING 10+ KM/H ABOVE SPEED LIMIT									
60 km/h roads	14.9	10.4	9.4	8.6	8.7	8.2	7.1	-1.1	-7.8
70 km/h roads	11.8	9.4	9.4	8.1	8.0	8.1	6.5	-1.6	-5.3
80 km/h roads	11.0	8.8	9.4	7.7	6.3	7.0	5.7	-1.3	-5.3
90 km/h roads	6.7	4.7	6.3	4.2	4.7	4.6	4.6	0.0	-2.1
100 km/h roads	4.0	6.7	4.7	5.5	6.2	4.2	3.3	-0.9	-0.7
NETWORK	17.6	9.4	8.9	7.9	7.7		7.6	6.4	-1.2

**Table 13: Percentage of vehicles compliant with and more than 10 km/h over the speed limit by speed zone on regional roads**

Compliance/ Non-compliance	2000 (%)	2003 (%)	2004 (%)	2005 (%)	2007 (%)	2008 (%)	2010 (%)	Change in rate	
								2010 vs 2008	2010 vs 2000
COMPLIANCE TO SPEED LIMIT									
60 km/h roads	48.3	65.4	54.0	56.6	57.3	58.8	61.8	3.0	13.5
70 km/h roads	67.0	71.6	67.0	66.9	72.6	74.0	78.7	4.7	11.8
80 km/h roads	61.9	66.5	63.8	72.5	66.9	70.8	76.5	5.7	14.7
90 km/h roads	56.5	64.7	76.7	69.4	62.2	65.5	66.3	0.8	9.8
100 km/h roads	55.1	67.2	55.4	64.6	59.6	65.0	56.7	-8.3	1.6
110 km/h roads	66.8	71.7	71.2	66.7	67.9	71.9	69.7	-2.3	2.8
NETWORK	60.6	68.4	68.1	66.1	66.5	69.1	71.1	2.0	10.5
DRIVERS TRAVELLING 10+ KM/H ABOVE SPEED LIMIT									
60 km/h roads	10.9	5.2	9.6	7.5	8.7	6.3	6.2	-0.1	-4.7
70 km/h roads	4.6	3.1	4.1	4.3	2.8	2.6	1.8	0.4	-1.4
80 km/h roads	7.1	5.5	5.9	6.0	5.5	5.3	5.7	0.4	-1.4
90 km/h roads	12.2	6.6	5.5	6.1	8.6	7.7	7.0	-0.7	-5.2
100 km/h roads	15.1	9.1	17.3	10.6	11.6	9.0	12.3	3.3	-2.9
110 km/h roads	7.9	5.8	6.1	7.6	6.1	4.9	5.6	0.7	-2.3
NETWORK	8.6	5.1	6.1	6.4	6.0	5.2	5.1	-0.1	-3.5

## MANAGING THE ROAD TRAUMA TRUST FUND

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During 2009-10, stakeholders were invited to apply for 2010-11 Road Trauma Trust Fund grant funding by providing detailed project plans that demonstrated how the proposed project contributed to the outcomes of the *Towards Zero* road safety strategy.

In accordance with section 5(a) of the *Road Safety Council Act 2002*, moneys standing to the credit of the Trust Fund can only be expended on measures that fit within the ambit described, namely measures:

- i. to improve the safety of roads in the state; and
- ii. to reduce the deaths of people, the injuries to people, and the damage to property, resulting from incidents occurring on roads in the state ...

To achieve that result, the Road Safety Council recommended that Trust Fund moneys should not be used to fund the core business of agencies, unless they are used to fund:

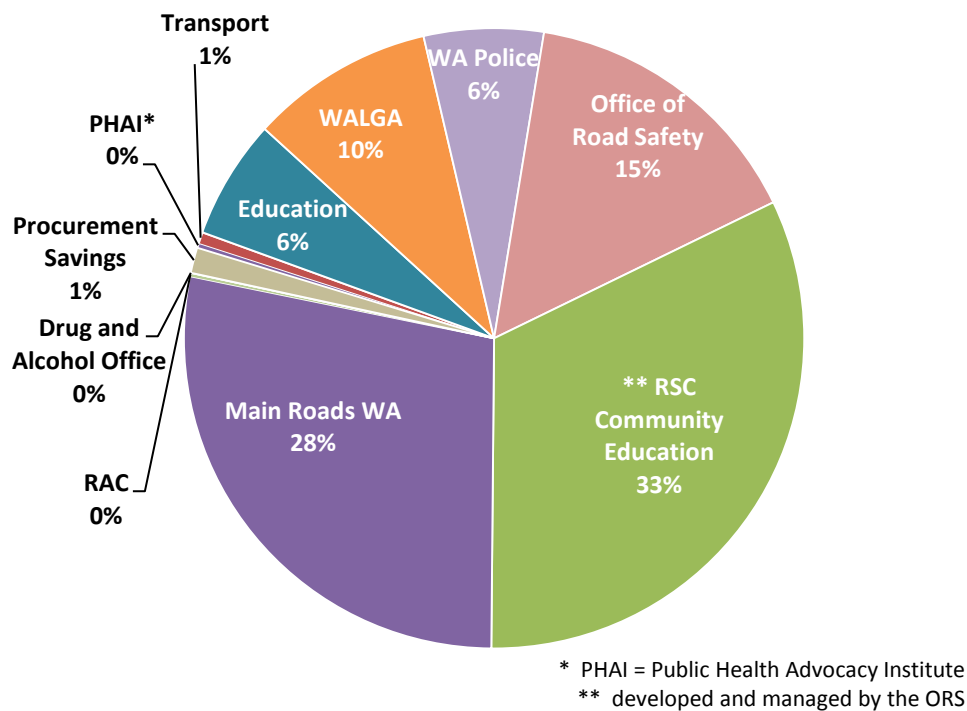
- developmental projects or initiatives;
- research;
- evaluation of current projects;
- development of road safety business cases to government;
- building road safety capacity within an agency; and/or
- enhancements to Road Safety Council or agency processes.

All project proposals were assessed by a Project Assessment Group (which included representatives of each Road Safety Council member) according to their alignment to the priorities of *Towards Zero*.

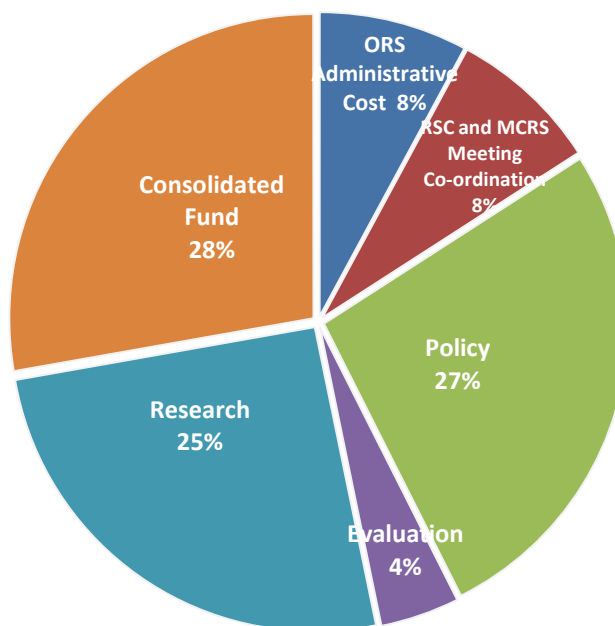
The Road Safety Council recommended budget was approved by the Minister for Road Safety on 3 May 2010.

As part of the funding process for 2010-11, 96 proposals totaling \$35.1 million were received and assessed. Funding worth \$23.4 million was allocated to 67 approved projects. In addition, the Insurance Commission provided \$3.7 million funding for a further 8 projects through the Road Trauma Trust Fund.

**Table 14: Summary of the allocation of Road Trauma Trust Fund moneys to organisations to fund interventions**



**Table 15: Summary of the allocation of Consolidated Fund and Road Trauma Trust Fund moneys to the Office of Road Safety for its operation including the co-ordination of Road Safety Council matters**



## ROAD TRAUMA TRUST FUND REVENUE AND APPROVED AND ACTUAL EXPENDITURE 2009-10

*Table 16: Sources of Road Trauma Trust Fund revenue*

Source of Funds	Revenue
ICWA Funding	3,080,697
Infringement Inflows	13,235,393
Appropriations from Treasury	7,000,000
Unspent Grant Funds Returned	2,304,277
Credits and Prepayments	45,780
Interest	121,406
Funds from Balance of Trust Fund	1,152,309
<b>TOTAL REVENUE</b>	<b>26,939,862</b>

*Table 17: Project funding recommended by the Road Safety Council and actual project expenditure<sup>1</sup>*

Project	Approved Funding	Expenditure
<b>Safe Speeds</b>		
Safe Speeds are about reducing the total amount of kinetic energy in the system to prevent crashes that result in serious injury or death.		
Speeding Community Education	1,000,000	1,318,059
Intelligent Speed Adaptation (ISA) Pilot (Trial)	135,000	77,929
Best Practice Speed Enforcement Project (Business Case and Implementation)	51,000	24,054
Speed Monitoring/Measure Distributions of Vehicle Speeds at a Set of Sites	100,000	80,934
Assessing and Responding to Community Attitudes to Speed Limits and Other Related Issues	120,000	90,990
Repeat Speed Offender Program Investigation	20,000	0
<b>Safe Roads</b>		
Safe Roads provides consistent cues to road users about safe travel and safe speeds. Forgiving roadsides help prevent and reduce the consequence of run off the road crashes.		
Motorcycle Crashes Into Roadside and Median Crash Barriers	25,000	25,000
Safety Performance Report and Mapping	80,000	79,116
Micro Analysis of Network Safety	300,000	195,023
Safer Roads and Roadsides Community Education	100,000	75,630
Roundabout Pre-Deflection and Signalisation	150,000	95,844
Crash Tool Redevelopment Project	100,000	27,616
<b>Safe Vehicles</b>		
Safe vehicles have active safety features that assist the driver to avoid crashes and passive safety features that maximise protection when a crash occurs.		
Safer Vehicles Publicity	500,000	616,206
Safer Vehicles Program	380,100	254,243
Workplace Road Safety	115,000	97,735

<sup>1</sup> Most overspends on project budgets are due to previous year invoices being processed in the current year. This has the effect of inflating current year costs.

Project	Approved Funding	Expenditure
<b>Safe Road Use</b>		
Improving behaviour on the road		
Restraints Community Education	400,000	493,133
Media Strategy and Planning	400,000	329,927
Drink Driving Community Education	1,000,000	1,423,112
Strategic Traffic Enforcement Project	1,700,000	1,155,970
Fatigue Community Education	100,000	102,755
Drug Driving Community Education (Drug and Alcohol Office)	105,000	2,022
Supervised Driving Trial	42,800	37,000
Repeat Drink Driving Strategy Implementation	194,000	127,177
Indigenous Drink Driving and Licensing project	500,000	225,021
International Visitors	45,000	21,172
Novice Driver Program	80,000	66,935
Road Sense Community Education	155,000	173,927
Aboriginal Road Safety Community Education	155,000	146,342
Automatic Infringement Writer Analysis and Scoping	100,000	20,631
Double Demerits - Community Education	64,000	73,097
National Community Education on Rail Crossings	55,000	70,780
Motor Cycle Licensing Graduated Training Program - Phases 1 and 2	194,228	153,409
Improving the Use of Child Car Restraints	79,000	90,421
Distraction Community Education	690,000	706,155
Unlicensed Driving Program	250,000	151,560
Belt Up Sports Sponsorship - Program Management	485,000	511,659
Supervised Driving Benefits - Community Education	260,000	173,763
Road Aware Parents	576,126	576,120
Road Aware Kids	520,601	524,729
Road Aware Drivers	572,414	572,420
Belt Up Sports Sponsorship - Evaluation	60,000	30,850
Child Car Restraints Community Education	90,000	0
<b>Safe System Foundations</b>		
Supporting implementation to achieve our vision		
Road Safety Management Systems - Development of International Standard (ISO)	12,000	4,983
Power to Weight Vehicles for Novice Drivers Research	40,000	10,329
Legislative Changes - Policy and Communication	110,000	67,352
Road Aware Evaluation - Parents and Kids (ECU)	82,230	129,780
Website Development and Maintenance	170,000	139,020
Enforcement Analysis and Business Management Project	105,000	59,308
Events	195,000	200,578
Australian Road Rules	55,000	88,114
Road User Consultation Support	156,000	49,289
Road Aware Driver Evaluation	135,000	21,757
Road Safety Strategy 2008-2020	305,000	187,340
Roadwise (includes Child Car Restraint Fitting and Checking Program and	2,565,756	2,565,765

Project	Approved Funding	Expenditure
Community Grants)		
Road Safety Research Centre	500,000	501,516
Office of Road Safety Co-ordination Expenses - Administration Costs	390,000	446,884
Road Safety Research and Analysis project	168,224	145,802
Legal Services (External Support - Department of Transport)	110,000	82,500
Tracking and Community Attitude Monitoring	660,000	562,125
Road Safety Council Co-ordination	150,000	137,122
Data Linkage and Road Safety Analysis Project	180,000	89,688
Stakeholder Communications	205,000	237,824
Annual Crash Statistics Book	50,000	54,825
Partnership Program	460,000	505,517
Major Crash Training and Technology Enhancements	165,714	40,049
Promoting Road Safety Through Public Health Advocacy	199,390	66,413
Regional Stakeholder Project (Road Safety Co-ordination)	0	48,325
Community, Ministerial and RSC Chair Liaison Writer	319,700	267,737
National ATSI Road Safety Website (Maintenance)	18,000	77,450
Emerging Research Projects	30,000	23,654
Community Education Coordination	330,000	266,914
Strategy Components Community Education	700,000	608,720
Traffic Intelligence Model	394,800	191,217
Specialist Traffic Training Pathway Development	480,000	205,436
WA Contribution to National Road Safety	127,000	61,788
Capacity Review of Road Safety Implementation for WA	50,000	45,455
Road Safety Forum and Awards	30,000	22,218
Road Aware Implementation	300,000	0
Management of ICWA Funded Projects	212,244	211,786
Regional Stakeholder Project (RSC Co-ordination)	80,000	0
Child Car Restraints Access Project	50,000	0
National Speed Management Strategy	85,000	0
2010 Traffic Policing Conference	40,000	0
Technical Exchange - Visiting Australian Experts to Perth WA	25,000	25,000
Procurement Savings Reduction	358,000	358,000
<b>Projects that are no longer funded but have 2008/09 funding to be finalised</b>		
Motorcycle and Scooter Action Group	100,000	113,816
Safer Roads Program	7,000,000	7,000,000
Contemporary Role for WA Local Governments in Speed Management	70,000	0
<b>TOTAL</b>	<b>30,018,327</b>	<b>26,939,862</b>